

The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
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TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY.

NEW YORK, DECEMBER, 1925

Vol. XX, No. 10

Published Monthly
PERFUMER PUBLISHING COMPANY
14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer

CHICAGO OFFICE

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The United States and Possessions	- - -	\$2.00 a Year
Canada, Cuba and Mexico	- - -	2.50 " "
Foreign (Countries in the Postal Union)	- - -	3.00 " "

TELEPHONE NUMBERS: BEEKMAN 0791-2-3

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Bounteous Good Wishes for Christmas

In accord with long custom we wish our clientele and other friends the usual Merry Christmas and Happy New Year. At this time the wish is not fatter to the thought, for with rare exceptions, the prosperity progress of our Nation is being shared in by our subscribers, advertisers and other friends. That they will reap the benefits is not just a wish, for we are entirely certain that they will do so. It is impossible to think that any of our clientele will fail to take advantage of the ripening and expanding opportunities for greater success in our industries.

MISS AMERICA 1925 AND "AMERICAN VENUS" IS A DEVOTEE OF COSMETICS

The Atlantic City Beauty Contest of 1925 has turned out, according to reliable authority to have been a frame-up. Fay Lanphier, the innocent little "California" entry as a stenographer from San Francisco, entirely guiltless of cosmetics, turns out to have been an actress in the employ of one of the largest film producing firms in the country. She had already been made the star *Venus* in the film "The American Venus" and the pageantry of bathing beauties at the seaside was all filmed for introduction into the motion picture in which she was the chief figure. Innocent of cosmetic? Yes? No? Foolish question? No actress ever can get along without rouge and the whole outfit that is embraced in toilet preparations.

The New York *Evening Graphic* has been printing a series of exposés of the commercializing of beauty contests that has forced the Mayor of Atlantic City to take action and has started suits in the law courts. With that we have no interest, but we are concerned about the stereotyped propaganda that the fake beauty contest promoters send forth against cosmetics. In the 1925 Atlantic City Beauty Contest it appears that the only possible winners were half a dozen professional actresses, posing as representatives of various cities, and the exposé is attributed to the manager of one of them who thought he had the prize clinched and came to the conclusion that he had been double-crossed. Hundreds of amateur beauties from all over the country

went to Atlantic City without the ghost of a chance of being selected as Miss America 1925. It really was a pitiful plight for the girls who spent their money to travel to the seashore and were disappointed.

A side light on the big Miss America function was furnished in the famous Atlantic City Baby Parade. A fond mother says she was told her 3-year old daughter could be Miss America Junior on payment of \$5,000 to the Beauty Contest promoters. She has checks she says to show that she paid \$1,600 on account, but friend husband cut off the money and while the child went through the parade as Miss America Junior she never received her crown.

The *Graphic's* exposé is an important contribution to the cause of common sense in the use of cosmetics. The *Graphic* is a Macfadden physical culture newspaper, which naturally does not encourage the use of toiletries, probably not considering them essential to health. But in this case it has made the fact evident to everybody that cosmetics properly and skilfully used by women can lend the charm that in these beauty awards made the decisions acceptable to the public, at least until the rival theater and film managers split on the deal and one of them "spilled the beans."

The stories in the *Graphic*, of which a mere hint is here recorded, might interest many of our clientele. Never before has there been such a shameful exploitation of American womanhood and coupled with it a propaganda against the use in moderation of the essentials to beauty and health and comfort that are provided by our industries and are in general use throughout the civilized world.

BERLIN GIRLS TO LEARN COSMETIC ART

Beauty schools in this country are now numbered in the hundreds, but most of them are devoted to the education of operators for beauty parlors in the use of specialized apparatus and toilet preparations originating with the proprietors of the school chains. Berlin now is going one better on this idea and will have a beauty school to teach fair users of cosmetics the secrets of the art. Here is what the *Associated Press* correspondent says about it:

"The real art of wielding lipstick, rouge pad, powder puff and eyebrow pencil soon will be taught to the Berlin maiden at 50 cents per lesson. The scope of a school for training theatrical make-up artists has been extended to include all women in the capital. The theory is that more users of cosmetics are to be seen on the streets than on the stage, and that the make-up of some of them is not always highly artistic.

"Ernst Lotz, for twenty years facial art director of the Municipal Theatre at Nuremberg, will be director of the new institution. Visited in his studio, Herr Lotz was showing a woman how, by skillful application of cosmetics, she could reduce the apparent size of her nose. He decried what he termed the promiscuous manner in which both flappers and elderly women bedaub themselves with paint and powder. In the majority of cases, he said, they defeat the very objects for which cosmetics are applied.

BEAUTY COURSES FOR JERSEY SCHOOLS

New Jersey educators have taken up the question of making beauty culture a part of the program of vocational training for girls and indications are that the State Board of Education will act favorably on a recommendation made this month to that effect by Wesley A. O'Leary, assistant state commissioner, and supported by various welfare organizations.

Mr. O'Leary, in his report, takes rather a harsh attitude toward many of the cosmeticians' schools, based probably on conditions in New Jersey and not in other states where the American Cosmeticians' Society has promoted and obtained

Just on the Eve of Christmas

BY JAMES EDWARD HUNGERFORD

(Written for This Journal)

Hang up your stockin's, an' hang up your socks;
Santy will fill 'em with diamonds—or rocks!
Mend 'em all neatly, and darn ev'ry hole,
So he can cram 'em with gold-bricks—or coal.
Hang up the baby's—the girl's an' the boy's,
Santy is comin' with truck-loads o' joys!
Maybe he'll bring you a big gift, or small—
But you can bet he'll remember you all!

Hang up your stockin's—grandma's an' grandpa's;
Hang up your mother-an'-father-in-law's;
String 'em along on the ol' mantelpiece—
For aunty an' uncle, an' nephew an' niece;
String up the silk ones; the cotton ones, too;
String up the wool ones—the old ones, an' new;
Santy is comin' from Eskimo-land,
To fill 'em with gold-dust, or sawdust—or sand!

Hang up your stockin's, an' darn ev'ry hole—
Santy is blazin'-th'-trail from the Pole!
Sleigh-bells a-jingle, an' deers runnin' wild—
Big auto-trailers, with presents high-piled!
Hang up your stockin's, an' then say your prayers—
Hop into bed, an' forget all your cares!
An' you will find, when you open your eyes—
Santy has slipped you a happy surprise!

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the passage of laws regulating the education of girls in the profession. What he says must be read with this fact in mind, for his criticisms are altogether too sweeping, but it is well to know the views of an official as wide-awake as Mr. O'Leary appears to be on the spreading of the art of beauty culture and the use of perfumes and toilet preparations. Here is his report:

"A need for reputable training exists in this work such as has been found in no other occupation in which women are employed. This is due to the fact that girls commonly pay from \$40 to \$150 to be taught the different phases of the business, with no guarantee that they will receive adequate instruction in return for their money. Girls who go into low grade shops giving time and money with the expectation of learning the trade generally lose whatever they invest. The instruction given them is so meagre that they are not qualified for desirable employment.

"A number of so-called schools exist in connection with different systems of beauty culture. Just what they teach depends on the proprietor, as they are under no supervision or regulation.

"The better shops do not take beginners, as their trade will not endure unskilled service. It is these shops which offer desirable conditions of employment and a good wage.

"The existence of high-grade instruction in a good public school would eventually become a protection to all learners in this occupation. It would cure the private establishment which takes the girls' money and teaches her as little as possible, and would set a standard of training which some of the so-called schools would have to meet. In addition to this, by teaching certain things which are ignored by the trade the school would establish protection for the public."

U. S. ARBITRATION LAW IN EFFECT JAN. 1

The new Federal Arbitration Law, sponsored by many arbitration advocates and approved by President Coolidge, becomes effective on January 1, 1926, and legalizes the process of arbitration of business disputes in so far as United States courts may have jurisdiction. The law followed the successful utilization of this method of eliminating costly court controversies under statutes enacted in New York and other states.

The Federal act requires United States courts to enforce awards rendered in arbitration in which the parties are bound by contract in amounts involving more than \$3,000 in interstate commerce. The written agreement required to submit controversy to arbitration is irrevocable and enforceable. In effect, the judgment of any private individual selected as arbitrator by disputants is binding and backed by the Federal courts. The courts will review awards only when fraud or misconduct is charged.

Former Secretary of State Hughes refers to the act as "one of the most far-reaching pieces of legislation of recent times in the interest of sound business practices." "The influence of arbitral arrangements," he says, "is far greater than their service in disposing of particular differences. The fact that there is a court makes actual resort to such processes the less necessary because the spirit of fairness and accord is cultivated."

NEARLY 2,000,000 LAWS ON THE BOOKS

With January bringing a fresh set of legislatures it is interesting to note, aside from what the new Congress may do (nearly 4,000 new, old and modified bills were put in the hopper on the first day), that we now have more than 1,900,000 laws on the books, which we all must observe, as set forth by Merle Thorpe, editor of the *Nation's Business*, in an address to the Grocery Specialists at Washington.

Without special or other reference to the Volstead Law Mr. Thorpe declared that it is impossible for anyone to live for 30 minutes without violating some law. He pointed out that 95 per cent of the laws passed are intended to influence business economics, whereas actually economics cannot be controlled or regulated by law. One of the chief troubles with laws, he declared, is that they are always passed with the intention of restricting, but never with the idea of promotion or assisting business. Nor is the end in sight.

EVOLUTION IN CHAIN DRUG STORES

Chain drug stores in recent years have been a distribution factor in which many of our clientele have been interested. The chains appear, subside, amalgamate and expand just as the seasons pass. Now comes the *Druggists' Circular* with a survey of the situation which shows that the chains are decreasing in number, while the stores are more numerous. In 1920 there were 315 organizations operating 1,563 stores. In 1921 there were 303 chains, including 1,763 stores. In 1923 there were 2,014 stores divided into 327 chains, and the survey just completed shows 320 chains operating 2,173 stores. The average number of stores per chain has increased from 4.3 to 6.7 in the period covered by the reports.

From a Porto Rico Manufacturer

(J. J. Zamora, Toilet Preparations, Apartado 23, Aguadilla, P. R.)

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW has been of great value to me, every copy being most interesting.

OUR ADVERTISERS**MONONGAH GLASS COMPANY**

Fairmont, W. Va.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York.

Gentlemen: We wish to take this opportunity to say that we are very much pleased with the results obtained through our advertising in your journal. It really is a wonderful medium for those desiring to reach the class of trade we are soliciting. We, undoubtedly, had several hundred inquiries through the few "ads" that we ran in THE AMERICAN PERFUMER.

Yours very truly,

MONONGAH GLASS COMPANY,

WALTER H. WISEMAN,
Sales Manager, Opal Department.

TRADE IN OILS, PERFUME AND SYNTHETICS

Some facts worthy of thought are disclosed in the latest Government reports of exports and imports of commodities used in our allied industries. The figures for October show the general trend, which seems to be favorable to American manufacturers, as well as to foreign firms which supply our clientele with raw materials:

Essential Oils—Owing to the marked advance during the year in prices of some essential oils, the exports, although having recorded a 42 per cent drop in quantity to 70,900 pounds, declared but four per cent in values to \$257,600 in October, 1925. The values of the imports of essential oils surpassed the values of the preceding October by 16 per cent and equalled \$616,700. Figures for some of the important import oils were: Geranium oil, 400,000 pounds, \$124,600, a figure considerably in excess of the average monthly importation; otto of roses, 25,100 ounces, \$50,000; citronella and lemongrass, 98,000 pounds, \$84,800; lavender, 12,000 pounds, \$48,600, and lemon oil, 26,700 pounds, \$40,000.

Perfumery and Toilet Preparations—Although the outgoing shipments of perfumery and toilet preparations amounting to \$780,700 for the 1925 October were nine per cent in excess of the previous October, the incoming shipments, which were only half as much as the outgoing, were 35 per cent less than the previous October. A higher export valuation for some of the commodities included under this heading likewise characterized this trade when larger values but smaller quantities were sent abroad.

The exports for October 1925, were as follows: Perfumery and toilet waters, 40,000 pounds, \$44,000; talcum and other toilet powders, 298,100 pounds, \$207,500; creams, rouges and other cosmetics, 272,700 pounds, \$153,300; dentifrices, 279,500 pounds, \$269,500; and all other toilet preparations, 137,300 pounds, \$106,500.

The imports for the months were: 117,500 pounds, \$165,800 of perfumery, bay rum and other toilet waters; 73,700 pounds, \$41,100 of cosmetics, powders, and creams, and \$127,600 worth of perfume materials.

Synthetic Aromatics—Imports of synthetic aromatic chemicals in November totaled 13,499 pounds with an invoice value of \$20,150 as against totals of 12,866 pounds valued at \$21,782 in October and 21,764 pounds valued at \$30,220 in September.

What are you kicking about?

We are all seeing more marvelous things in one year than the people of the half-century ago saw in a lifetime. We are all living faster and longer, so what are you kicking about?—*Silent Partner.*

TRADE BAROMETER FORETELLS A PROSPEROUS 1926

**Coolidge, Mellon, Hoover, Gifford and Others Are Most Optimistic;
Bankers Are Enthusiastic for Future; Steady Gains in All Sections**

From all quarters of the country the reports of trade for December are gratifyingly excellent, with comparatively few and small exceptions. The outlook for 1926 also is extremely optimistic, with all signs favoring continued progress in prosperity. President Coolidge in his message to Congress voiced the general feeling in this terse sentence: "It is apparent that we are reaching into an era of great general prosperity."

Secretary of the Treasury Mellon, in his report to Congress, also was most optimistic and predicted the early accomplishment of world-wide economic stabilization, as well as prosperity for this country. Both at home and abroad, the Secretary declared developments of the last year have been so satisfactory that "the way is now clear for a more complete world recovery."

Mr. Mellon believed the underlying factors of the business situation here were fundamentally sound and "warranted optimism for the future." Reviewing the events which had influenced conditions for the better, he mentioned, with respect to the United States, restoration of confidence, tax reduction and reform, removal of various factors of uncertainty and instability, steady employment in farm and factory, and a generally augmented purchasing power.

Hoover Cites Reasons for Prosperity

The United States is the only nation in which wages are higher and the average wholesale prices of all commodities lower than they were in 1920. The American worker therefore is receiving the highest real wage in history. Thus is the story of this nation's amazing prosperity summed up by Secretary of Commerce Hoover in his annual report. Characterizing the present-day situation as "one of the most astonishing transformations in economic history," Mr. Hoover attributes it for the most part to the national movement for elimination of industrial waste.

Gifford Finds Business Sound

With few exceptions the volume of general business is at a relatively high level. W. S. Gifford, president of the American Telephone & Telegraph Company, said after his return to New York from a trip throughout the country in which he inspected twenty headquarter cities of the Bell system. "By and large the healthy condition of business is quite uniform. The country is rapidly becoming a closely knit neighborhood and each city and each state is sure to be affected by the conditions in other cities and states. With increased facilities for communication and transportation each locality is quick to reflect conditions in other localities."

Postal Receipts Reflect Prosperity

Concrete evidence of prosperity is reported by Postmaster General New, who says the receipts of the Postoffice Department in forty-nine selected cities increased 13.35 per cent during November this year over the same month of last year. This is about the largest relative increase in any similar period. It is due not only to increase in the volume of business, reflecting the continued purchasing power of the people, but also to the increase in postal rates.

Investment Bankers Expect Long Prosperous Era

More than 500 investment bankers from all parts of the country, attending their fourteenth annual convention recently at St. Petersburg, Florida, voiced practically unanimously their views that American business is on a sound basis and that the nation is slated for an era of long prosperity. Thomas N. Dysart, of St. Louis, president of the association, made this declaration in his address:

"More people today have more money and more opportunity to obtain the better things of life than ever before," he said. "The productive power of the nation, which is

commonly embraced in the word 'business,' is practically unlimited. I can see no reason why the next year and the years to follow for a very long period should not contain every promise of greater prosperity and a constant improvement in the standard of living."

Conditions Excel All Peace-Time Records

Reports of exceptional trade activity from leading cities in all sections of the country, indicating a particularly bright outlook for future business, are summarized in the review of R. G. Dun & Co. "Production and distribution in many departments of trade are without peace-time precedent," this agency points out.

Another optimistic observation draws attention to the fact that "industries long dormant are reaching fresh goals as to earnings, and the disposition is strong to expand operations and to make future commitments with greater freedom and with more confidence." Piece-meal buying does not dominate the situation as it did earlier in the year Dun adds.

Business Volume Gains Over a Billion

Debits to individual accounts, as reported to the Federal Reserve Board for banks in leading cities for the week ended December 9, aggregated \$12,376,000,000 or 5.8 per cent. above the total of \$11,694,000,000 reported for the preceding week. New York City reported an increase of \$682,000,000.

As compared with the week ended December 10, 1924, debits for the week under review are larger by \$1,167,000,000, or 10.4 per cent.

Upswing of Buying in Trade Indices

There are abundant signs that the country, industrially and commercially, is in a prosperous state, the Mechanics and Metals National Bank, of New York, says in a review of the year. Agriculturally, it falls considerably short of being as prosperous as it might be, but other than in the farming districts production, distribution, employment of labor, clearing of bank checks and other recognized trade indices show an accelerated progress that has brought about an upswing of buying in almost every important industry of the nation.

Box, Carton and Container Trade Brisk

Shears in its last issue declared that decidedly improved conditions prevailed in the set-up paper box, folding carton and corrugated and fibre container industries, according to authoritative sectional reports. Many firms have been oversupplied with orders, in what is termed the busiest autumn season since 1920, and the rather feeble prediction, made early in November, that business might taper off somewhat toward the approach of December, failed to materialize.

Largest Christmas Trade Anticipated

The largest Christmas trade in their history is forecast by American chain stores. November earning reports show gains ranging from 10 to 45 per cent over November, 1924, and, according to forecasts of chain store management based on sales to date this increase will continue up to Christmas day.

25,000 New Corporations in One State

More than 25,000 new stock corporations will have been incorporated during the year, it is expected, if the number of incorporations maintains the present average, Florence E. S. Knapp, Secretary of State, said this month. During 1924, 19,549 companies were incorporated, or 2,725 fewer than during the eleven months of the present year.

Automobiles Make New Record

A new November record was established by the automobile industry last month when 379,300 cars and trucks were manufactured, according to the National Automobile Chamber of Commerce. The total for eleven months, 3,997,954 cars.

TAX REDUCTION BILL ADVANCES IN NEW CONGRESS

**Anti-Saloonists on Defensive as Obnoxious Crampton Bill Is Put In;
Revised Price Maintenance Measure Seeks to Satisfy Former Critics**

WASHINGTON, December 16.—The opening of the 69th Congress was marked by the introduction of thousands of bills, many of them affecting business. One of the first measures cast into the hopper was a revival of the Crampton Bill, defeated in the last Congress. Besides the price maintenance measure a bill was introduced to amend the patent and trade mark law.

The fight of the irreconcilables against abolishing the old extra war tax on industrial alcohol has not entirely subsided and friends of the measure who think the regular peace-time tax is enough, if not too much, may well be on the watch for flank operations by advocates of continuing the war tax.

Prohibition Leaders on the Defensive

The news of the carrying out of President Coolidge's policy for reducing taxes and the debate on the revenue tax revision bill are carried in the daily papers. Up to the present time the tax program of the Administration has gone ahead swimmingly and on test votes it is apparent that the House will pass it, perhaps before your readers may peruse this letter.

In the Senate and elsewhere in Government circles the tax program has ceased to be an issue, the tariff is seldom mentioned and the outstanding subject of interest is the vim and vigor of the protagonists who seek an amendment of the Volstead Law, if not the repeal of the Eighteenth Amendment. The latter is very nearly impracticable, but the former is considered to be probable.

Volsteadism held the Senate for a debate lasting more than three hours in which Senators Edge, Edwards and others lashed prohibition for the crime waves, the growing disrespect for law and other unsatisfactory features that underlie the Nation's progress. The debate revealed the anti-drys on a strong offensive, while the defenders of bone-dry prohibition tried to maintain a brave attitude of justification for their policy.

Numerous bills have been introduced to restore beer and wines to lawful use.

Commerce Bureau Proves Its Value

Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, in his annual report emphasizes the increasing importance of current commercial information from foreign areas upon which the United States depends for its supplies of essential raw materials, and of similar information reporting market conditions in those countries in which American business is now meeting intensified competition. That the American business community recognizes the value of the bureau's several informational and promotional services is demonstrated, Dr. Klein adds, by the sevenfold increase in the number of calls for trade information which amounted during the last fiscal year to more than 100,000 and are now being received at a rate in excess of 100 per day compared with 700 daily in 1921.

Citing practical results, Dr. Klein reports that during the period between January 1 and May 6 of this year, 100 American concerns out of a list of 18,500 served, voluntarily reported increases in business aggregating \$70,000,000 which they attributed to one or another of the bureau organizations.

During the last year the bureau was administered on a total budget of about \$3,000,000, which Dr. Klein points

(Continued on Page 580)

WASHINGTON, December 14.—A revised price maintenance bill backed by nearly all leading trade associations has been introduced in the House by Representative Kelly of Pennsylvania. The bill will be known as H. R. 11. Assurances have been given by Representative Parker of New York, chairman of the House Committee on Interstate and Foreign Commerce, that hearings will be held soon after the holidays. The bill was before this committee in the last session but owing to the pressure of other business it never received committee consideration.

"The form of the new measure, as introduced by myself in the House and by Senator Capper in the Senate, is the result of many months' deliberation and conferences with committees of the American Fair Trade League, the National Chamber of Commerce, and many other national organizations, and I am assured it will have the undivided support of all friends of this reform," said Representative Kelly.

"Since 1911, the courts, through their interpretation of the so-called anti-trust laws, have gradually created a situation which is increasingly obstructing and preventing the economic and orderly distribution of identified merchandise by business men of the country who have neither purpose nor ability to constitute a monopoly.

"As a result of such interpretations, merchants and manufacturers have, against their will, been driven to a state of ruthless, uneconomic and wasteful methods of distribution, which have resulted in vast damage and loss to all branches of our trade and commerce, enhancing costs of distribution and creating a situation not paralleled in any other civilized country.

"The purpose of this legislation is to permit any producer of identified merchandise (that is, trade-marked or branded merchandise) who is in fair and open competition with other producers of similar or competing merchandise, to enter into enforceable contracts which shall protect the public against the use of his advertising, good will and reputation as cut price bait, and also to assure a living profit to his distributors.

"The purpose of this legislation is to restore freedom of contract, which was the unchallenged right in this country prior to the so-called Dr. Miles decision of the Supreme Court in 1911, and is today recognized in every other civilized country on earth.

"This legislation will simply restore to the individual manufacturer of advertised, identified, guaranteed goods, the right to protect his reputation and good will, which depends upon public approval of the price and quality of his product. It will assure a square deal for business and the public."

Provisions of the New Measure

The text of the bill follows:

"A BILL to clarify the law, to promote equality thereunder, to encourage competition in production and quality, to prevent injury to good will, and to protect trademark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trademark, name or brand.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled." That in contracts relating to the sale or resale of an article of commerce, the genuineness of which is attested by the trade-mark or special brand of any grower, producer, manufacturer or other trade-mark proprietor, who is in fair and open competition, actual or potential, with other growers,

producers, manufacturers or owners of similar or competing articles, which contracts are made by the owner of such articles, hereinafter referred to as the vendor, with wholesale or retail dealers, hereinafter referred to as vendees, whenever such contracts constitute transactions of commerce among the several states, or with foreign nations, or with or in any district or territory subject to the jurisdiction of the United States, it shall be lawful for such vendees to agree to sell such articles at the prices prescribed by such vendor and such agreements shall not be construed as against public policy or in restraint of trade or in violation of the Act of Congress of July 2, 1890, or of any of the Acts supplemental thereto: *Provided:*

"(a) That any such article may be sold by the vendee at a price other than that prescribed by the vendor: (1) if such vendee shall in good faith discontinue dealing in such article, or (2) if such vendee shall cease to do business and shall propose to sell such article in the course of discontinuance of such business, or (3) if such vendee shall have become bankrupt or a receiver shall have been appointed for his business: *Provided,* That such article shall have first been offered to such vendor by such vendee or his trustee in bankruptcy or receiver at the price paid therefor by such vendee, and that such vendor, after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer.

"(b) That any such article which shall have become damaged or deteriorated in quality, may be sold by such vendee at a price other than that prescribed by such vendor: *Provided,* (1) That such article shall have been offered to the vendor either in exchange for a new article of the same kind, or at the price paid therefor by such vendee, and (2) That such vendor after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer, and (3) That such article shall be sold by such vendee only with prominent notice to the public that the price of such article has been reduced because it is damaged or deteriorated in quality, as the fact may be."

FEDERAL TRADE BOARD ACTIVITIES

WASHINGTON, December 14.—The Federal Trade Commission has announced that under its rule providing for the rotation of the chairmanship Commissioner John F. Nugent became chairman for one year beginning December 1, 1925. Mr. Nugent prior to his appointment on the commission in 1921 was United States Senator from Idaho.

Change in Selecting Trial Examiners

The commission has issued the following announcement relative to the function of trial examiners in cases before the commission:

"Heretofore the trial examiners who preside at the hearings in the taking of testimony have been designated by the examining division which investigates the cases. Some criticism has been made that the division which investigates and recommends complaint should not select the trial examiner to try it. The trial examiners have been made an independent division and are to be designated hereafter by the chief of that division.

"The preparation of all stipulations in settlement of applications for complaint has also been placed in this division."

Dr. Eagan Cited by Federal Board

The commission has issued a complaint charging misrepresentation of toilet articles by the Dr. Eagan Manufactory, Dr. S. J. Eagan, Dr. Eagan-Laboratory, Pharmaceutical Products, Ltd., and Kling-Gibson Co., all of Chicago. According to the complaint, the respondents conducted a mail order business, advertising their products in various magazines and periodicals, supplements to booklets and other trade literature. The complaint charges that in such advertising the respondents set forth various fraudulent and misleading statements concerning the ingredients of their toilet preparations and the results obtained from using them. The commission's complaint refers particularly to claims made for "Dr. Eagan's Magic Gloves," "Remedicator," "Dr. Eagan's Hand Tissue Builder," "Dr. Eagan's Skin Whitener," "Dr. Eagan's Medicated Soap," "Facial Film," and "Dr. Eagan's Lotion Depilatory."

RICHARD HUDNUT SALES POLICY

Considering the importance which now attaches in the trades to the question of price maintenance the following review of the experiences of Richard Hudnut and the firm's declaration of policy will be read with special interest by everybody interested in the subject:

The situation as to resale prices in the retail trade, both on items in general and more specially on Richard Hudnut products, calls for a restatement of the Richard Hudnut Sales Policy.

Briefly, this is as follows:

We now believe and have always believed ever since Richard Hudnut was established (over 45 years ago), that price cutting is injurious to the manufacturer, distributor and consumer.

We now print and have always printed in our Price Lists sent to the retail trade, the prices at which we suggest our products should be sold. Further, all our display material, booklets, package circulars, free samples for display or distribution to the consumer, invariably, when mentioning price, state our suggested resale price.

We have in the past refused to sell our products to dealers whose policy included cutting the suggested price of our products, frankly stating to such dealers that the reason for not selling them is that they sell our products at prices we consider to be unfair and to be injurious to Richard Hudnut and Richard Hudnut products.

We reserve the right to refuse to sell, at present and in the future, dealers who offer, advertise and sell Richard Hudnut products at cut prices.

We have no right to make, and do not and, will not make, any agreements with retailers or wholesalers to maintain our suggested prices. We do not ask for any such agreement nor will we receive one.

Three years ago our sales policy, as above outlined, was questioned by the United States Government. We made a frank statement of our policy to the Court and last June our policy was sustained as being proper. For this reason the well known sales policy of Richard Hudnut will be continued.

We feel that we would be unfair to ourselves and the trade if we failed to state that the whole question of price cutting depends very largely upon the attitude of the retail trade. Court decisions on certain phases of the price question are definite and are to the effect:

That agreements between manufacturer and retailer to maintain retail prices are in violation of the Sherman Anti-Trust Law.

That, having purchased a product, the retailer may sell such product at any price he chooses or give it away.

This situation at least divides the responsibility for the present price cutting condition between manufacturer and retailer. The present almost chaotic price situation in some sections has rightly aroused the retail trade, especially those dealers who do not feature goods at cut prices to draw consumers to their store, hoping thereby to sell other items returning a larger profit without any regard to the great damage done to the goods, the prices of which have been cut.

Every retailer should support this movement, not only by urging all manufacturers and others to adopt proper sales policies, but also by supporting price maintenance legislation in the coming Congressional Session. Nearly all dealers know that efforts to legalize price maintenance have been and are being made. So far, such efforts have been defeated by a comparatively few, yet strong concerns, who for their own selfish reasons favor price cutting. If the great body of retailers actively support such legislation, there is every reason to believe a law authorizing manufacturers to fix and enforce a retail price will be passed.

Regardless, however, whether or not such a law is passed, the Richard Hudnut Sales Policy will be continued. We reserve the right (which we undoubtedly have) to refrain from selling dealers who resell our goods below our suggested prices. Truly yours,

December 1, 1925

RICHARD HUDNUT,
G. A. PREIFFER, President.

ALCOHOL WAR TAX REPEAL LIKELY TO PASS HOUSE

**General Andrews Sets at Rest Conflicting Views of Recent Orders;
New Rules Issued; Advisory Committee Defunct; Formula 6 Revoked**

WASHINGTON, December 14.—The tax bill as reported to the House by the Ways and Means Committee provides for the cutting in half of the tax on alcohol as announced last month. One-fourth of the tax is to be taken off January 1, 1927, and one-fourth on January 1, 1928.

Representative Green of Iowa, chairman of the Ways and Means Committee, in reporting the tax bill to the House had the following to say:

"The tax on alcohol was doubled in war time. There is a very great amount of this article used for legitimate and proper purposes in the manufacture of medicines, pharmaceutical preparations, flavoring extracts, druggists' prescriptions, etc. This amount is constantly increasing but the receipts from the tax are falling off, indicating that the tax is so high that to some extent it is encouraging evasion and defeating its purpose for revenue.

Tax Really Paid by the Consumer

"It was manifest also that the amount of the tax was in most cases passed directly on to the consumer. Under these circumstances the committee deemed it advisable to reduce the tax from \$2.20 to \$1.10 per proof gallon, which was the rate prevailing before the war, making one-half of this reduction apply on January 1, 1927, and the other half January 1, 1928.

"This was done to prevent undue hardship to the wholesale manufacturer, who must of necessity carry considerable quantities of alcohol. It should be kept in mind in this connection that this tax has no application to denatured alcohol, which remains, as before, free from tax."

Representative Rainey of Illinois, a Democratic member of the Ways and Means Committee and one of two Democrats who filed dissenting views on the tax bill, criticized the reduction in the alcohol tax. These criticisms were based upon representations at variance with the facts.

Representative Treadway of Massachusetts, a Republican member of the Ways and Means Committee, replied to some of Mr. Rainey's criticisms.

Would Aid Prohibition Enforcement

"Any statement made by General Andrews with respect to any changes in non-beverage alcohol tax was predicated on the thought that an adjustment of this tax would reduce illegitimate operations and assist in the enforcement of the prohibition law," said Mr. Treadway. "He later stated that as the prohibition officer, he did not consider it of sufficient material importance for the Treasury to take a definite stand on, inasmuch as there appeared to be commercial differences of opinion.

"The use of alcohol on which the tax has not been paid, no matter from what source it has been secured, has enabled many people to make products containing alcohol, and, not only make as large profit, but still sell them at legitimate manufacturer's cost, or less, and thus give the illegitimate operator a certain business cloak and standing for other illegal practices, in some cases the sale of pure alcohol itself.

"The reducing of the bootlegger's protection and the saving of certain industries, particularly the legitimate flavoring extract industry from ruinous competition were the chief thoughts in mind. The inference that the bootleggers could more easily secure pure alcohol and thus build up their business is preposterous."

WASHINGTON, December 14.—After a flurry caused by the sudden revocation, effective December 31, of all outstanding permits the prohibition authorities during the last month readjusted the situation in such a way as to be satisfactory to the alcohol using trades.

It was learned here through the representatives of the American Manufacturers of Toilet Articles and other organizations that considerable anxiety had been aroused by the promulgation of Treasury Decision 3773 ordering that all basic alcohol permits should expire on December 31, 1925, except permits issued after August 31, 1925, which latter would expire on December 31, 1926.

The great majority of the manufacturers in the perfumery, toilet preparations, flavoring extracts and allied trades in this industrial group have had their basic permits for much longer periods than the time set. In fact probably not any one has received a basic permit since August 31, 1925. The effect therefore of T. D. 3773 was to put them all out of business after December 31, 1925, and 3773 not only did that, but emphasized the intent by this additional section:

"All regulations inconsistent herewith are hereby rescinded to the extent of such inconsistency."

Representatives of the associations whose members use industrial alcohol, including the American Manufacturers of Toilet Articles, the Flavoring Extract Manufacturers' Association and others, at once made vigorous protests against the decision to Assistant Secretary of the Treasury Lincoln C. Andrews, in charge of Prohibition Enforcement. The effect of their protest was the granting of a substantial measure of relief. Denatured alcohol users have received an extension of their permits until March 31, 1926, but will be expected to apply for new permits before December 31, 1925. Users of non-beverage alcohol "H" holding permits will have until July 1, 1926, to apply for new permits, which will be issued before December 1, 1926, for 1927.

Andrews Clears the Air in Final Explanation

General Andrews, in settling the confusion over the conflicting decisions, issued the following official statement which explains the purposes of the department in handling the alcohol permits regulation and makes it clear that legitimate alcohol users have nothing at all to fear from his administration of the law. A careful perusal of his order will set at rest all doubts in the minds of users of alcohol in the trades as to their status and reasonable expectations, for under his guidance many of the old sources of irritation and trouble seem to be disappearing:

TREASURY DEPARTMENT,

Thursday, Nov. 19, 1925.

Letter to Administrators:

This is the most important letter I shall write you, and I commend it to your most earnest consideration. Your ability to interpret its meaning and carry out its purpose will mean more to me than anything else I shall ask you to do.

It is my purpose that we all shall so administer the Prohibition laws as to be about 100 per cent successful in doing two things:

First, in so handling the alcohol permit situation as not only to avoid annoyance and hindrance to legitimate industry, but rather to actually encourage legitimate industry as Congress and public policy clearly dictate what we shall do.

Second, in so handling the permit situation as to actually eliminate from business those who use their permits un-

lawfully for the purpose of providing alcohol to the liquor traffic.

To enable you to make the necessary survey of all alcohol permittees in your district, and to renew the permits only of those who should have them, T. D. 3773 has been signed and promulgated, establishing the principle that all permits are reviewable once a year.

It is physically impossible to put this T. D. into effect completely this year, and it is therefore amended. To thus rush the business would in itself defeat the object which is that ultimately no one shall hold a Government permit unless, after careful investigation, Government is satisfied that he is worthy to hold the permit. You are therefore instructed that T. D. 3773 will be made effective as follows:

(a) All current permits for industrial alcohol plants, alcohol bonded warehouses, and denaturing plants, will expire December 31 of this year, and you will immediately notify such permittees to make application for renewal, before December 31, 1925, if desired; and you will proceed with such investigations as will enable you to renew only such permits as are economically sound and in accordance with numbered paragraphs 1 and 2 above.

(b) All current permits for the use of denatured alcohol in manufacturing, etc., will be extended until each application has been reviewed and acted upon, which work must be completed by March 31, 1926. You will notify these permittees to make application for renewal by December 31, 1925. You will proceed with such thorough investigation of these various business enterprises as will enable you to have passed upon all these permits prior to March 31, 1926.

(c) All current "H" permits for the use of non-beverage alcohol and other liquors, will be extended for the purposes of Governmental control until December 31, 1926. In the meantime, you should instruct these permittees to make application for renewal for the year 1927, prior to July 1, 1926, and all of these permits should be definitely acted upon by December 1, 1926. The object being to have acted upon these permits as early as possible in the season.

L. C. ANDREWS,

Assistant Secretary of the Treasury.

Rules Issued for Title III Permit Renewals

The order issued by Assistant Secretary Andrews and Commissioner Blair provides the procedure for Title III permit renewals as follows:

"Pro. No. 391.—In carrying out the provisions of T. D. 3774 relating to the renewal of permits under both Titles II and III of the National Prohibition Act, your attention is particularly directed to the suggested procedure herein outlined for the handling of Title III permits.

"Applications for the issuance of permits for the conduct of industrial alcohol plants, alcohol bonded warehouses and denaturing plants should be submitted on Forms 1431, 1434 and 1461 respectively. These application forms should be fully prepared and should contain a statement to the effect that there is no change of management or control of business, or in the construction of the plant or warehouse since the issuance of the existing permit except such changes as may have been previously approved. New bonds need not be filed where there are no changes as noted above provided the bond in force is a valid and effective bond and the security afforded thereby is not impaired. Where the application is made for renewal of permit without change the applications need not be submitted to the Collector of Internal Revenue but should be filed with and acted upon solely by the administrator.

"Applications for the sale and use of specially denatured alcohol should be filed with the proper administrator prior to December 31, 1925 and will be acted upon prior to March 31, 1926. The present application blanks Forms 1474 and 1497 will be used for these renewal applications. New basic permit Forms 1476 and 1481 will be distributed in ample time for the renewal permits to be issued on the new forms. Applications for renewal should be complete in all details and should also contain a statement that there has been no change of management or control of business since the existing permit was issued, except such changes as may

have heretofore been approved. Where renewal is asked for with no change in the provisions of the permit or ownership and management of the business, no new bond need be filed provided there is in effect a valid bond and the security afforded thereby has not been impaired. The administrator should furnish a copy of the revised regulations No. 61 to each permittee.

"Applications to be filed as herein provided should be plainly marked 'Renewal'."

Old Alcohol Trades Committee Shelved

Another development has been the elimination of the Alcohol Trades Advisory Committee and the substitution of a committee of three. The original Trades Advisory Committee was appointed by Commissioner of Internal Revenue David H. Blair for the purpose of advising him. Since Assistant Secretary of the Treasury L. C. Andrews took charge of prohibition enforcement the Blair committee has practically ceased to function. Instead, it is now learned that Assistant Secretary Andrews has set up a committee composed of only three members instead of a dozen or more. The new committee is understood to be made up of Dr. Martin H. Ittner, of Colgate & Co., chairman; Arthur P. Jell, of the United States Industrial Alcohol Company, and Dr. H. E. Howe, secretary. Dr. Ittner and Dr. Howe were both members of the former committee.

Formula No. 6 Revoked, Effective Feb. 1

T. D. 3785 announces the revocation of completely denatured alcohol Formula No. 6, Regulations 61 being amended. Formula No. 6 reads as follows: "100 parts by volume ethyl alcohol, not less than 160° in proof, 2 parts by volume approved benzol, 0.25 part by volume approved pyridine bases, 0.50 part by volume approved benzene (kerosene)."

The revocation is effective February 1, 1926.

Suspension of Alcohol Withdrawals

T. D. 3784 deals with the suspension of withdrawals pending revocation, Section 1903 of Regulations 60, and other regulations being amended. The decision, just issued, says: "At the time of issuance of a citation for revocation in any case under Sections 5 and 9 of the National Prohibition Act, or regulations made thereunder, administrators may suspend withdrawals of spirits by the permittee in like cases, and to the same extent, as may be done by the Commissioner of Internal Revenue in person.

"Section 1903 of Regulations 60, and all other regulations inconsistent herewith, are hereby revoked to the extent of such inconsistency."

A NEW BUSINESS ERA

Close scrutiny of the diverse processes of buying and selling, which make up the problem of distribution by the National Distribution Conference organized by the Chamber of Commerce of the United States, has not only revealed many sources of economic waste, but has raised a much larger question,—whether a new business era is not at hand.

It has been put in the following affirmative way for the consideration of the conference: "After a period of speculation and exploitation made possible by the opening up of tremendous natural resources running parallel with remarkable development of machinery used in production, business in the United States is now settling down to that stage which in agriculture is called 'intensive cultivation.' This new business era will ask as the price of success qualities quite different from those which enabled many business men to flourish in the last century.

"Intensive business will not permit the sudden amassing of huge fortunes. The way to financial success will more and more have to be fought by the path of scientific operation and narrow margin of profit. The drive of competition will be more and more intensely felt.

"Under these conditions the good will of every customer will be carefully cherished. A business cannot survive and become successful without the assistance of other businesses. The days of ruthless self-confidence and careless indifference to other considerations are gone by."

ON THE DEVELOPMENT OF A NEW PRODUCT

Second of Series of Articles on Toilet Preparations Production;
Valuable Suggestions Based on Broad Experience and Observation

By RALPH H. AUCH, B.A., Ch.E., Cincinnati, Ohio

The amount of time, money and energy that can be employed profitably in the development of a new product varies between very wide limits. At the one extreme is the manufacturer making a line of twenty or more items who adds a product either to round out his line, to take advantage of a passing fad, to capitalize some competitor's intensive advertising or for no reason at all. If the new product is a success it will at best add only a relatively small percentage to the manufacturer's total volume of sales, while if it is a failure it will be allowed to languish and die a natural death with few, if any, to mourn the loss.

At the other extreme is the manufacturer producing one, two or a few specialties who develops a product that is entirely new, that is a marked improvement over competing items or that is a logical companion product for those he is already marketing. In either case considerable money will be spent in advertising and sales effort and if the product proves a success it may, after a time, outstrip the manufacturer's other items in volume of sales and even go so far, particularly if it is a companion or closely related product, as to stimulate the sales of the other established specialties.

Dire Effects Entailed by Failure

But, if it proves a failure for any reason whatsoever, it will entail a large loss of money, cause many dealers to insist on having their stock replaced with the manufacturer's other more saleable items, cause a falling off in sales of the others or even cause the manufacturer's good name to be dragged around in the dirt by the druggists and other outlets if not by the consumers themselves.

It appears then that the first mentioned manufacturer can launch a new product with a certain amount of abandon. Those in the various positions in between must exercise increasing care until the last mentioned manufacturer is reached and he cannot afford to leave any stone unturned in his endeavor to make the product, the package and the merchandising plans as near right as is humanly possible.

Now, all this seems perfectly obvious yet the fact remains that products find their way on the market from time to time which demonstrate beyond question that someone has erred some place along the route from idea to finished package. To cite a few at random that have come under observation recently:

An astringent cream having a vanishing cream base with its tendency to shrink is marketed in a flint glass jar so that any unsightly shrinkage is immediately apparent even before the jar is opened. An opal glass jar would eliminate this trouble.

A free flowing liquid is packaged in a tall cylindrical bottle with a large imperfect screw-cap closure. The bottle topples over readily to spill its contents and the liquid which is a solution that on evaporation leaves a voluminous powdery residue behind, seeps out to deposit the solid on the shoulder of the bottle and on the label. A more carefully chosen bottle with a perfect closure would do away with these objections but in this case where the package is

unusually attractive it might be necessary to sacrifice the appearance somewhat.

Research Work Not Carried Far Enough

An astringent cream offered to close the pores and end shine on the nose and forehead separates with age. As it is squeezed from the tube, cream and a watery fluid, altogether a very unsightly mass greets the eye. If, by chance, the linotypist should err and replace the "a" in "mass" with an "e" he would still express or perhaps even better stress the truth. Stability is lacking, and further research work should have been done to insure stability.

A cold cream with oily droplets on top is certainly inexcusable and is prima facie evidence of an imperfect emulsion. Here again further research offers the only solution.

A stiff white ointment-like cake offered as a powder base for the nose is marketed in a card board shoulder box. On warm days the cake "sweats" oily droplets that penetrate the box and render it unsightly. Either the container should be changed or the mineral oil in the formula replaced by a soft paraffin.

A face powder on application rubs out a darker shade on the face and discolors the puff, after it has been used a few times, to the point of rendering it unfit for further service. A little more thorough rubbing in of the coloring matter with part of the other ingredients when the powder is prepared would eliminate this fault entirely.

A prophylactic antiseptic dusting powder offered for its absorbent and deodorizing properties is marketed in a sifter-top can which sifts in transit and coats the whole interior of the carton and the outside of the can with considerable of the contents. A change in type of cans would eliminate the dusting or a glassine wrapper would be a marked improvement if a considerable quantity of the present cans are on hand and the manufacturer feels that they should be used and not discarded.

Everybody Cannot Avoid Mistakes

If, at this point, the reader recognizes one of the above mentioned products as a "child" of his own and has that "guiltiest" feeling he can be sure that dozens of other products might be mentioned, some of whose faults are even more pronounced and no doubt there are hundreds that have not come under observation that could be criticized equally as severely. Misery loves company, so to reassure him that others make such mistakes yet do not deny their guilt, the writer will step out into the first person to admit one of the more flagrant ones of his own. I developed a cold cream which was quite effective in allaying any irritation caused by the use of a deodorant or a depilatory and that I thought compared favorably with most others for general toilet use. The claim "for allaying irritation" on the label no doubt did much to kill the much wider demand naturally existing for a general toilet cream. To make this case even more pathetic the cream had an ill-chosen name and the beautifully lithographed jar top proved to be a poor closure so that on long

standing there was drying out with attendant shrinkage of the cream.

The loss in money and good will that the manufacturers suffer on account of some error or oversight in the development of their products must be tremendous. Since there is no way by which these can be reckoned, the best that can be done is to proceed with greater caution in an endeavor to eliminate or at least reduce these losses. The following paragraphs will outline ways of proceeding that have proven of value.

When the product that is to be developed has been decided upon, a preliminary survey will uncover much useable information. Perhaps the product is new and original, in which case inquiry will disclose whether or not a need exists for it. "Creating a demand" is in reality satisfying an existing need, for if the need is lacking no amount of creative development work and subsequent sales and advertising effort will obtain and sustain sales. Again, the market may exist and the idea may possess an unusually good advertising and sales appeal, but a formula conforming to the requirements may not be forthcoming either for lack of skill on the part of the one charged with its development or because the science of chemistry is not yet developed to the point of offering the solution to every problem.

Sometimes when it is planned to develop a product similar to existing products already on the market the preliminary survey will show that there are valid objections to all of them. In such event it appears that to offer just another brand would prove unwise unless the objectionable features are overcome. For example, a deodorant was contemplated by one manufacturer. The survey disclosed that while the liquid deodorants were quite effective both as deodorants and correctives many users disliked to wait so long for them to dry, others did not like to be obliged to make an application one night to obtain relief the following day and still others admitted that they often forgot to use them when they were "all tired out and ready for bed." The creams available all had a greasy base and this proved to be the chief objection to them, although some who had tried them expressed themselves as disappointed in their effectiveness. The most outstanding criticisms of the deodorant powders available were the difficulty of applying them where wanted, their tendency to dust and their lack of effectiveness. Without going into further detail, a cream of the vanishing type was decided upon, it was developed, put up in a tube, and has met considerable favor. Practically all of the deodorants launched since this vanishing cream deodorant was announced have been of this type. This seems to indicate that while the market existed for them this fact would have been discovered only by accident had the survey not been made which uncovered the objections to the existing types.

Result of Face Powder Survey

Face powders are not only among the oldest items in the cosmetic line, but there are, perhaps, as many different brands in the market as there are of any other cosmetic specialty. Face powder then would appear to offer very little chance for improvement yet a survey uncovered some inherent faults among those available. One of the most common criticisms was: "It has a 'gritty' or 'coarse' feel." This objection was made in face of the fact that producers of face powders have provided very elaborate sifting and bolting equipment. It is not practicable for the average manufacturer to attempt to do further grinding of the ingredients, to this objection is best overcome by giving as much con-

sideration to the state of subdivision, i. e. the fineness of the ingredients, as is given their other physical and chemical properties.

"On smelling the powder, the perfume seems to have a 'powdery' smell and one seems to be conscious of inhaling the powder," was another objection. This appears to be a valid criticism and can be overcome only by the "cut and try" method of incorporating different odors until one is found which is practically free from this "powdery" smell.

Any given powder was considered "too heavy" by some and "not heavy enough" by others. By "heavy" the users seemed to refer to adhesiveness rather than actual weight or specific gravity of the powder. Little can be done in overcoming these conflicting objections for it is doubtless due to the difference in texture of the individual skins, the oiliness or dryness of the skin and the previous preparation given it, i. e. the application of vanishing cream, cleansing cream, preparations to eliminate shine or what not.

The next step in developmental work is procuring, examining and analyzing similar products on the market. By checking the accompanying literature, some idea of the desirable qualities of each product, as well as what the manufacturers have found the public expects of such products, may be obtained. In addition, by checking the claims made for them in the advertising matter against the reports of analysis and the reports of practical tests, some idea can be obtained of the truth or accuracy of the claims and how valid the right of the respective products to exist. This study may also suggest other claims that would appeal to the user, and after all the points of difference and the points of superiority rather than the points of similarity to other products are the measures by which the ultimate success of the new product will be gauged. Before the experimental work on the formula is undertaken it is well to set down the various factors entering into the problem taking advantage of all the points raised in the preliminary survey and the apparent advantages as well as the inherent faults observed in the products from the open market, that were previously assembled, studied, and analyzed. The following is an example of a typical problem, in this case a cream to eliminate shine from the skin:

A. An alkaline base should prove most suitable since all vanishing creams are of a "hard soap" base. If an alkaline cream could be developed, it could be used in conjunction with the usual vanishing cream, or at least if the user were to use some vanishing cream along with it, contrary to directions, no neutralizing effect would be produced or no incompatibilities would develop.

B. The cream to be effective should exert two effects—namely retard the excretion of sweat by the sweat glands and retard the excretion of fatty matter by the sebaceous glands; but they could not be considered individually because of their close relationship in the normal functioning of the glands of the skin.

C. The cream should be of inviting consistency, composition and odor, so that there would be no tendency for the individual to avoid its use, if he could possibly get along without it.

D. The cream should be free from any substance that might exert any untoward effect regardless of how delicate or sensitive the skin might be. Neither should it contain any substances that might cause discomfort to the eyes, should traces be rubbed into them, nor contain any substances that might evolve vapors that might affect the bridge of eye glasses.

E. The cream should have no tendency to clog or enlarge the pores and should not resist being thoroughly removed with each bathing of the face. Nor should it have a cumulative drying effect with attendant exfoliation of the dead epidermis in scales.

F. If possible, any material that affects tin should be avoided so that it could be marketed in a tin collapsible tube.

G. It should dry at the proper speed without leaving any tacky or sticky feeling. If it should dry too fast it would prevent uniform application while if it should dry too slowly, it would slow up the completion of the toilet.

Advantage in Having One's Own Laboratory

The organization maintaining its own chemical laboratory is in the most advantageous position to develop a new product of merit and to do it with dispatch. The organization depending on the experienced practical man may expect equally good results but generally the product requires a longer time for its development, owing to the "cut and try" methods ordinarily employed and usually the product more nearly approaches already existing products, in composition and appearance, which may or may not be a good thing.

Organization depending on an outside consulting laboratory will do well to choose one that makes a specialty of just such work. This is because work of this kind is markedly different from the ordinary run of its work. The chief difference is that usually the consultant's work can be completed in the laboratory for when an analysis is finished or a reaction has gone to completion and the end products are identified he has the information he sought whereas in this work practical tests by people outside the laboratory must be depended upon to evaluate the formula resulting from his labors.

Much care should be taken in the selection of those who are to do the practical testing. Friends and employees usually make poor testers; the former, because they are inclined to be agreeable and are reluctant to be critical and the latter because they are inclined not to express their candid opinions through ungrounded fear of offending. Among those who have been found to be reliable and interested testers are the office employees of a friend or of an advertising agency and the members of the sales or advertising classes or of the chemistry clubs or classes of a University.

Testing Procedure

The importance of wide practical testing cannot be overestimated for occasionally an individual may be encountered with an idiosyncrasy for one of the ingredients in the formula. And, if the test is of limited scope, it may so happen that not even one of these individuals is included in the test. In case it is necessary to do the developmental work on an item out of season, such for instance as the development of a chap lotion in summer, or a deodorant in winter connection for the practical testing should be made with a group of persons who reside in a climate suited to the work in hand.

It is sometimes practical to submit two different formulas of the same product at one time to the testers, so in addition to speeding up the work and holding the interest of the testers, a direct comparison of the two samples may be obtained. For example, two samples of a deodorant or a depilatory can be submitted at the same time with instructions to the testers to use one under the right and the other under the left arm. This same procedure may be followed with manicure specialties or lotions which may be

used on the two hands or with foot powders on the two feet.

In the questionnaires accompanying the samples, the specific request should be made to use one "on the right" and the other "on the left" and one-half of the testers should be provided with the samples in the reverse order from the other half. This amounts in reality, to requesting them to apply one "with the left hand" and the other "with the right hand" and if this precaution is not taken it might so happen that the inferior of two samples would meet with greater favor simply because the majority happened to use the more adept right hand in application.

After considerable testing of various formulas has been done and finally one had been found that looks promising enough to lay plans for the package and merchandizing it is often well to use the two sample procedures outlined previously in this way: Make the one sample from the best newly developed formula and let the other be the best similar product on the market, as indicated by previous testing of competing commercial samples. The second sample should be transferred of course from its fancy dress to a plain container and no reference made to its origin so that it has to stand on its own merits. The results tabulated from the reports of such a test may cause the manufacturer to do a great deal more experimenting and testing before proceeding, or on the other hand may assure him that he has a really worth while product that is far superior to all competitors.

Usefulness of Questionnaires

Much has been written by advertising men on the questionnaire, its preparation, its application and its value. The questionnaire they use is drafted usually for the purpose of determining specifically the consumers' preferences, habits of buying, brand preferences, likes and dislikes, and habit of living. There are some who swear by the questionnaire investigation, while others swear at it, but the fact remains that in developing a new product a carefully drawn questionnaire is nearly indispensable. Then, too, there is not much likelihood of gross inaccuracies creeping in, such as, for example, one employed by a newspaper to gather data for advertisers in which some ninety-seven per cent of those questioned stated their preferences in tooth brushes and dentifrices when it is doubtful if more than forty per cent actually use them and the remaining ones were merely ashamed to admit their neglect.

The questionnaires accompanying the samples to be submitted to test should be prepared with utmost care. Leading questions which prejudice the response should be avoided. A question that begins "What do you think" is obviously much better than "Don't you think" for the latter has an affirmative suggestion which tends to warp the response. Whenever possible the questions should be specific and definite so that a clean-cut response will be obtained. In those cases where the product must go out and compete with others already in the field, questions should be inserted which will obtain the user's spontaneous replies on the merits and inherent faults of their favorite brand and at the same time determine how the samples under test compare with the favorite.

The number of questions and the amount of detail that may be included depend upon who the individuals are and how interested they are. It is obvious that more questions can be included in a questionnaire going to office employees of an advertising agency, who appreciate the value of the

information obtained and feel a certain obligation to be thorough and give their best thought to them, or one going to classes in a University that have had the importance and training value of the work pointed out by an instructor or the one conducting the tests, than those that are sent out promiscuously.

Two typical sets of questions that have been used are reproduced. They are not presented as models of perfection, but merely as sets that have been found to gather the information sought:

Face Powder Questionnaire

NOTE—Kindly apply this face powder at least four times before answering these questions. When you return this form we will send you without charge a full size jar of Blank for your trouble and co-operation.

1. Do you find this powder is: a. Too light? b. Satisfactory? c. Too heavy?
2. Does this powder adhere as well as the powder you ordinarily use?
3. How does this powder compare in covering power with the one you ordinarily use?
4. Do you find this powder easy to apply?
5. Do face powders tend to have any drying effect on your skin? If so, how does this powder compare with others? Is this tendency, a. More marked? b. Less marked? c. About the same?
6. Do you like the odor of this powder?
7. Would you prefer powder: a. More highly scented? b. Scented as this one? c. More delicately scented?
8. In powders do you prefer a bouquet or single flower odor? If the latter, what flower?
9. a. Name the brand of your favorite face powder. b. Name the tint you use.

Make any further comments or criticisms below.

Deodorant Questionnaire

DIRECTION—Apply deodorant "A" under one arm and deodorant "B" under the other at the same time. Apply carefully according to directions on the containers.

NOTE—Please don't fill in this questionnaire until at least six or more applications have been made.

1. Which deodorant is easier to apply?
2. Does any discomfort accompany the use of A? of B?
3. Which deodorant, if either, is the more effective?
4. Which deodorant, if either, is effective for a longer time?
5. Do these deodorants tend to retard the flow of perspiration as well as act as deodorants in your case? If so, in which is this property more marked?
6. If possible, note the number of applications you get out of each container: "A" "B"
7. If both deodorants were available which would you prefer to use regularly? And why?

Make any further comments or criticisms below.

Mass as Well as Class Should be Tested

The groups referred to earlier as having proven reliable in testing work represent in each case a class rather than the mass. After the preliminary testing has been done by these groups and the formula tentatively decided upon the safest procedure is to have their observations confirmed by a larger group representing more closely a cross-section of the masses. These names may be taken at random from a directory or phone book, or better, if the names are available, from among those who have purchased another of the manufacturer's products by mail in the recent past. Some means must be sought of obtaining their co-operation since they are quite disinterested. One that has given fair results is the offer to send a full size package of one of the manu-

facturer's other marketed products upon return of the questionnaire properly filled out as indicated in the face powder questionnaire above. A follow-up letter or two to jog their memories also has proven helpful sometimes.

After the formula has been found satisfactory the next question which is one of great importance and which is quite difficult to answer conclusively is that of stability. The product may perform the function for which it is prepared very satisfactorily yet undergo changes in the variable interval of time elapsing between leaving the manufacturer and reaching the ultimate consumer which may render it unsightly or even worthless. Unless unlimited time is available, and this is rarely the case, there is no way of determining definitely what any given product will look, feel or smell like six months, a year or two years after its manufacture. Three simple tests have been used which give some clue to the stability that may be expected of a product.

One is to incubate samples at body temperature in an electric oven for a period of days or for as long as time permits to observe any fermentation, separation, rancidity, etc., that may take place.

The second is to repeatedly heat the samples to 120° F. and cool them to room temperature. This will demonstrate how well the product will withstand display under glass in the dealer's window with the sun beating upon it in the day time and then cooling down to normal temperature at night. The third is to chill the container in an ice and salt bath to the point where there is visible evidence of freezing such as hardness in the tube, ice crystals in the bottle, etc. This latter test indicates the effect if any of cold upon the product and in addition if thermometer readings are taken shows what precautions, if any, are necessary for shipments made in cold weather.

The best quality ingredients available are none too good for a new product if it is to win a place and to hold it on the shelves of the dealer and in the bath room, boudoir, traveling bag, or purse of the user. The inferiority of ingredients does not have to cause the dissatisfaction of more than a fraction of one per cent of the users before the saving of a few dollars a ton on inferior talc, kaolin or kieselguhr, a few cents a gallon on alcohol, or mineral oil, or the few cents per pound on stearic acid, zinc oxide, glycerine, or any other ingredient is more than offset.

The type and size of equipment required for each new product present an individual problem. Frequently the equipment on hand, if not already taxed to capacity, can be adopted or adapted by minor changes or attachments to function in an entirely satisfactory manner. Such new equipment as is required should be chosen with the utmost care and installed with proper regard for logical sequence of operations and absence of "retrograde movement" and at the same time with due consideration for additional units to be added later as the sales volume grows.

(To Be Continued)

Ideas That the Average Manager Wants

An idea is simply a thought until you demonstrate that it will work; and after you have worked the idea successfully, then it will become part of the industry.

Rushing to the management with a "new idea" is not a bad idea after you are sure it is a good idea. There are few unused ideas that have not been tried out and found full of faults.

What the average manager wants is more industry and fewer untried ideas.—*Silent Partner.*

SOME ASPECTS OF FEMININE PSYCHOLOGY

Traits and Tendencies of the Fair Sex to Which the
Manufacturer Should Give Due Consideration

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

Because psychology is a word of four syllables many business men regard it with suspicion if not with distaste; because it relates to a more or less occult science many feel that it has no place in practical affairs, and sneer at it; and because an understanding of its application to business problems involves considerable study, many view it with positive repugnance. Subjects which require thought are never popular.

The most satisfactory dictionary definition of psychology is "the science of the human mind and its operations."

A good definition of psychology as related to business would be: "A study of the manner in which the human mind operates under given conditions." A good definition for the individual business man to use, in order that he may appreciate the value of psychology in his own activities, would be: "An endeavor to discover what conditions will produce favorable impressions on a certain class of individuals, and what conditions will produce unfavorable impressions."

It will thus be seen that a study of the psychology of the prospective customers of a business comes pretty near being necessary to the success of that business. Call it by what name you choose, if you do not get some kind of a line on the easiest and straightest path to the tastes and preferences of your public, you can't expect to find the easiest and straightest path to their pocketbooks.

This seems like such a simple and obvious proposition that there should be no need of calling attention to it—much less using up valuable space in discussing it. But alas! few essential principles of business are so generally disregarded.

Man Decides What Women Want

The average business man, when he considers his avenues of approach to his prospective customers, seems determined to do what he wants to do, and do it the way he wants to do it. If his appeal is to women, one would naturally think he would make a close and careful study of the tastes and preferences of women. Not so; he himself decides what women like. If he is broadminded enough to take counsel with anybody else, he calls in the first vice president, who is a bachelor aged 69; or the sales manager, whose ideas of art and beauty are fully satisfied by lithographed calendars and the colored supplements of newspapers. Sometimes he goes so far as to ask the opinions of his wife, his daughters and his private secretary—who, to save an argument, always agree with him. Usually he goes his own gait and has his own way. A good way to drive him into a purple rage and incur his lasting enmity is to tell him that he is doing things which are repellent to women instead of attractive and inviting.

Without claiming to be an absolute authority on the intricate questions involved in the likes and dislikes of the fair sex, the writer believes that the suggestions which follow are fairly accurate, as they represent the study and practical experience of a good many active and not unfruitful years.

Women like variety and originality. Here we again fall

foul of a favorite method of many business men—imitation. About every month you will find, in the columns of THE AMERICAN PERFUMER, items with relation to suits for infringement brought by manufacturers who claim that their name, package, or whatnot, is being imitated. Often these suits seem based upon exceedingly slender grounds; but the fact remains that a great multitude of manufacturers are constantly trying to see how near they can come to imitating others without incurring legal interference.

Sometimes, sad to say, such imitations are made with the intent and purpose to deceive the consumer; more generally the idea is that the success of the rival manufacturer is due to the popularity of a name or a package, and that a close approximation thereof will also be popular and successful; in many cases the imitation is due to pure laziness—it is easier to follow along in the rut of an established type or style than it is to create something new and different.

Imitation Proves to Be Poor Policy

Whatever may be the idea behind it, imitations are always bad judgment. In the first place, it is likely that a successful manufacturer has succeeded in spite of a bad package, an ill chosen name, or an unwise advertising style—in which case the imitator is copying a handicap instead of a help. Secondly, the curse of all business is lack of originality; better things can be done than ever have been done, and a note of freshness, of novelty, of divergence from the commonplace, attracts attention and helps wonderfully to sell goods. Provided, of course, the note is truly struck, and is in harmony with the tastes and preferences of the prospective users of the goods.

Women like names which are easy to remember and easy to pronounce. Nothing is better calculated to make a woman see red and gnash her teeth than to ask for a product at the store, and have some snooty salesgirl loftily correct her pronunciation. Such an occurrence makes a woman forever wary of asking for an article if she is uncertain of the pronunciation of its name.

Fear the Ridicule of Salespersons

The toilet goods business is flooded with French names, although to the great masses of our people French is as mysterious as Arabic. Some of these names are so simple that women feel that they are easy to pronounce, and take a chance with them, but the majority are not. How much business is lost, how much good advertising money is wasted, because consumers shrink from exposing themselves to the scarcely dissembled ridicule of salespersons, is something nobody will ever know. Doubtless this loss is very large; it must be.

The excuse for the French name is of course the "swank" it is supposed to possess; the inference that the goods are French is believed to be a strong sales influence. Perhaps this is true, but it grows less true every day. Women are buying toiletries today for the value they find in them; for the benefits they know they derive from them—not because of the country of their origin or the "swank" behind them.

Every man who keeps an eye upon the toilettries his women-folk use knows that this is true.

It is gratifying to note, too, that American manufacturers are beginning to display a proper pride in the fact that their goods are American goods, and need no foreign crutch to lean upon. Not that the exotic charm of French origin no longer exists, or can be entirely ignored; but, nevertheless, it is high time that the manifest value and desirability of American perfumes and toilet articles generally should be emphasized, and marketed and advertised for what they are.

Women like graceful and dainty packages. In a previous article in this series, this subject was perhaps sufficiently covered, but it would be hard to say too much in regard to the high value which women set upon artistic bottles and packages. Many of the stock bottles now obtainable are exceedingly graceful and satisfying, but there is a broad opportunity for adding to their attractiveness by their labeling and packing. Money spent in this way is a good investment; not only does it help to win initial sales, but it gives an impression of value which lingers long in the mind of the buyer.

Good Packing Enhances Apparent Value

Jewelers appreciate this fact. They pack an ornament of small cost so carefully and so daintily that it "looks like a million dollars." The purchaser pays for it, of course, but does not complain. It is not difficult to imagine that an article put up with so much loving care possesses quality which justifies its price; on the other hand, it is difficult to imagine that an article whose packing speaks the language of cheapness and indifference is worth the money it costs.

Women like soft, subdued colors, enlivened with a touch of brightness and gayety. To appreciate the truth of this statement, one has only to observe the furnishings and decoration of the average American home of today. The red plush furniture of yesterday has disappeared. The wall paper with the wreaths of pink roses has followed it. The vivid carpets have been replaced by rugs of neutral hue.

This era of better taste is especially reflected on that altar and shrine of beautification, the woman's dressing table. Here, if anywhere, a woman delights in the assemblage of trinkets which appeal especially to her love of beauty, her artistic sense. It is better, far better, for the manufacturer of toilettries to have his products proudly displayed on the dressing table than to have them banished to the medicine closet in the bath room. True, quality will sell goods, but why not make the sale doubly sure, and doubly easy, by the appeal to the eye which women find it so hard to resist?

Women like the direct appeal to their own interests, their own needs. This sometimes seems like a hard nut for the manufacturer to crack; indeed, he absolutely refuses to crack it at all.

Average Manufacturer Not Up in Advertising

The manufacturer is not less modest than other men—about most things. He freely admits that there are many departments of his business that call for the supervision of experts. But when it comes to advertising, he is not inclined to make such an admission, nor to take advice.

Sometimes he is not far from right in taking this attitude. He knows his goods as nobody else ever can. Their nature, their characteristics, their points of superiority, are as familiar to him as his own face in a mirror. He has spent many a hard day, many a sleepless night, in thought and study upon every detail of the composition and production of his products.

Such being the case, he feels that nobody else can speak or write of his wares with such authority, such completeness, such accuracy, as he can. And this may be quite true.

But here arises the difficulty. The manufacturer, being full to the overflowing with facts as to his beloved products; their ingredients, the methods by which they are prepared; the superior equipment and facilities of the factory in which they are compounded, and their unsurpassed and unapproachable quality, insists upon cramming his advertising with these—to him—highly interesting and important details.

And concerning these, the consumer, as a rule, cares nothing at all!

The consumer's supreme desire is to be beautiful. She believes that she is potentially beautiful. Maybe she will admit to her mirror that her eyes, nose, chin, mouth and hair—either or all of them—are not all that they might be; yet with a little judicious assistance she is quite sure that she could rival Cleopatra and Helen of Troy.

What she seeks is this little judicious assistance. She desires to be told how to be beautiful—or, rather, more beautiful. Shoe does not care a hoot about the manufacturer's unequalled equipment, his magnificent factories, the transcendent nature of the ingredients he uses, nor any of the rest of the factory talk which so many manufacturers think is advertising.

What she wants to know is simply this: "What will this product do for ME?" Advertising which answers this question fully, elaborately, alluringly and conclusively is good advertising. Factory talk, no matter how much it flatters and glorifies the advertiser, is not good advertising.

COMMITTEE NAMED TO STUDY COSMETICS

Charles D. Howard, State Chemist of New Hampshire, acting as chairman of a committee to represent the American Dairy, Food and Drug Officials, delegated to study the question of controlling the marketing of poisonous cosmetics through adequate state laws, has announced his selections for associates on the committee. The committee is to seek legislation in all states where it seems to be needed in its opinion, and the members of the committee have been chosen with a view to geographical considerations.

Mr. Howard's associates are to be State Chemist E. Monroe Bailey of Connecticut, Dr. G. W. Hoover of Washington, chief of drug control division of the Federal Bureau of Chemistry; Dr. S. Dana Hubbard of the New York City Health Department and R. O. Baird, food commissioner and chemist of North Dakota.

WINTER RECREATION FOR EMPLOYEES

How seventy-three companies provide recreation for their employees during the winter is described in a report, "Winter Recreation for Employees" published by the Policyholders' Service Bureau of the Metropolitan Life Insurance Co., New York City. Methods of providing indoor sports including bowling, boxing, wrestling, and swimming, and outdoor sports such as hockey, skating, skiing, and hiking are described. Successfully organized glee clubs, bands and string orchestras are discussed. How several companies provide facilities for such activities is outlined. Club houses, gymnasiums, rest and recreation rooms, and hotel clubs now being used by employees are described.

Equipment specifications are given of two recreation rooms now in existence, and for the employee gymnasium of the Metropolitan Company, which will supply a copy of the report on written request.

BATH SALTS: GENESIS AND GREAT POSSIBILITIES

New Industry in Toiletory Line Offers Opportunities for Chemists;
Already Almost a Fad It Presents Elements for Further Development

Every great industry and every outstanding business success has been built on one simple basis—that of filling a human need. And, largely in proportion as needs are discovered, made known and completely fulfilled, does that industry or business prosper. True—it is often necessary first to educate people to the point of recognizing and feeling their need; but a real need is a prerequisite of an enduring commercial success.

A dormant need in the toilet preparations field has been awakened within the last year; and perfumers have suddenly found themselves confronted with a new, a growing and an insistent—if intermittent—demand for a product which formerly had but a limited sale. Bath salts have gained widespread popularity in a remarkably short time, and have, in the opinion of experienced perfumers accustomed to the phenomena of fads, now won a permanent place as an accepted and necessary part of the toilet necessities required by both men and women.

Meeting a Long Felt Need

Bath salts fulfill a need not fully met by any other product hitherto offered to refreshen and add delight to the bath. If made of the highest quality materials compounded according to the best known practice, bath salts add immeasurably to the luxury of the bath and as the habit of using them becomes more deeply rooted it does not seem unreasonable to assume that bath salts will be regarded as essential to the bath as soap.

Farsighted perfumers have already realized the possibilities. Bottle manufacturers likewise have recognized their responsibility in helping the industry develop its new infant by creating bottles in popular sizes which make especially graceful, handy and convenient containers for the purpose. Label manufacturers too have given their time and skill to the designing of seals and labels of just the proper size and design to create as favorable attention from the prospective purchaser as possible. Enterprising supply houses also have set their chemists at work to discover just how they can best serve the perfumer; and some very good results, notably in the creation of permanent sun-proof colors have come from their research; and, incidentally, further interesting results in other respects are looked for.

All Except Two Bases Discarded

For instance, from the six or eight bases ranging from borax to Glaubers salt, which have been tried as bases, all but two have been discarded by those who have given most study to the subject as unsuited as bases for bath salts; and it is understood that studies are under way looking to appropriate combinations of bases. However, the two bases now generally used are sodium sesquicarbonate and sodium chloride, the latter being common table salt. It may be safely said that over 90 per cent of the bath salts offered today ranging from the small bags and bottles which retail as low as ten cents to the more costly packages sold at the smart toilet counters, either one of these two products is used as the base.

Crushed rock salt, largely because of its low cost, appears to be the most popular. The crystals may be had in various graded sizes, they are readily colored and perfumed with

the many excellent compounds especially prepared for the purpose; and, if the crystals are small they dissolve with sufficient readiness to make them acceptable for the purpose. Further the crystals make an inviting appearance. The silky, snowy appearance of sesquicarbonate of soda also makes a most attractive package when this product is used as a base; and there is a further advantage in the chemical properties possessed by this product.

Sesquicarbonate of soda dissolves readily and it has been pointed out that its property of softening water not only makes its adoption as a base for bath salts especially desirable but it also indicates the line along which further development is to be made—namely, that of incorporating elements in the salts which serve a definite and useful purpose in making the bath truly a luxury.

No Longer in Doubt, But a Certainty

That bath salts have come to stay appears to be the conviction of some of the largest and most responsible perfumers who decidedly do not regard the new infant in the toilet preparation field as a fad.

They emphasize however the necessity for offering a quality product in an attractive container at a popular price. Experience has shown that many women willingly pay 50 cents or \$1 or more for a 16-ounce bottle of bath salts—a price incidentally that affords a liberal profit to a manufacturer on a product which fits readily into his established line. To manufacturers who as yet have not offered bath salts, the experience of those who have done so is offered as a suggestion for a lucrative source of business.

It is generally recognized that if this new item in the toilet preparations field is to be properly developed it needs something more than the selection and use of the best and purest raw materials and the utmost that intelligent sales and advertising effort can bring to it. It demands the serious study of competent chemists and the ready adoption of new elements brought to light by experience and also interested cooperation with supply houses, particularly those carrying on research work along this line.

Something Unusual As a Perfume Dispenser

For use as a favor or perfume dispenser, a local novelty house has put on the market a queer-headed, doll-like figure, garbed in a colored sateen dress, that "smokes" a glass pipe about two inches long, says the *New York Times*. In this pipe a red fluid, bubble-like, goes back and forth ceaselessly. It is claimed to be the nearest thing to perpetual motion yet devised, and the only thing required to make the device work is to put a little water in it once a week. If a few drops of perfume are added to the water, the figure will dispense the fragrance to all parts of the room. It also indicates the temperature and humidity of the room. If the air is hot and dry, the liquid passes back and forth very rapidly, while if the room is cold, this action is slow. The figure retails for 50 cents.

Even "Poor Fish" Welcome

Patron: "Do you serve fish here?"

Waiter: "Certainly, we cater to everyone who has the price."—*Denison Flamingo*.

DECEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, December 5.—Following is the monthly report for December on essential oils and floral products:

Orange

We are in the midst of the winter which it seems will be very severe, if we are to judge by the freezing days we have had. Snow fell during a whole night at Grasse which proves that the temperature has fallen considerable in the Alpes Maritimes.

At present the orange trees have not suffered by frost but it is feared that some sort of damage is forthcoming to them.

The orange products have still regular demand. Neroli begins to be scarce and Petitgrain oil has advanced considerably.

Rose

The rosiers only fear the spring frost, namely, when the new windy season begins. The rose products are being taken up normally although the market is not very active for these products.

Jasmin

The gathering of the crop was finished fifteen days ago. The crop with the additional gatherings made between October 15th and November 15th was hardly equal the crop of last year. The demand for all jasmin products is sufficiently active and the products manufactured during the gathering of the crop just finished certainly will be insufficient for the needs of the year.

Tuberose

The crop is very scarce but the demand is not quite so active and thus the manufactures of this year will be sufficient to fill the demand.

Mimosa

The first mimosas gathered bloomed towards the end of the month, but the first flowers are very dear, and only the florists who export the flowers with stems are able to pay the prices demanded by the cultivators. The perfume industry will not begin to handle mimosas until about the month of March or April, that is to say, when the flowers are too developed and cannot be used for making bouquets.

Mint

The prices of mint oils are still very high. The scarcity of the last distillation has brought about the decrease of the stock of the merchandise and thus the prices for certain mints have advanced enormously.

Lavender

Business is again normal. After a very marked stagnation which brought about a heavy decline in the market, the present price are those obtaining at the end of the distillation (the rise being caused by some unknown speculation) which are the prices of the month of September.

A decline in the prices is hardly to be expected at present, inasmuch as it may be said that the total output is now on the market and that the present prices are the normal prices for pure oils.

There is still some stock available, but more than half of the distillation of the year has been shipped to the four

corners of the world. The present rate of exchange permits foreign buyers to purchase these oils at very good prices.

Geranium

The current prices of all the geranium products have hardly changed after a month. The demand which is not very active has contributed to the stability of the prices, just as important purchases will stimulate a rise in the market. The present prices of Algerian geranium oils are very low and for this reason many of the distillers have abandoned this industry for something else more profitable. The prices of the African geranium oils are not really four times as much as before the war. The prices of all the other oils are from six to eight times above the prices obtaining in 1914 figured in francs.

FRENCH MARKET FOR ORANGE OIL

In the last few years the annual consumption of oil of orange in France has approximated 350,000 pounds, of which about 90 per cent is supplied by Italy, with lesser amounts coming from Spain and elsewhere, reports Assistant Trade Commissioner David S. Green, Paris. The Italian oil, he declares, is especially esteemed by the French manufacturers for the reason that it blends unusually well with other oils and also retains its strength exceptionally well. France consumes about one-half of the total Italian production. The Spanish oil of orange is claimed to be of better grade than the Italian, but the French consumers insist that the Italian oil is satisfactory for their purposes and apparently have but little interest in the Spanish oil. Oil of orange is used in France in perfumes, candies and other sweets, wines, and liquors, and in various pharmaceutical preparations, and while no estimate can be made of the amount of oil entering into the production of any of these items, it is considered that they rank in about the order given. American oils are not much used by the French, it is stated. There is a bar to American oil created by the French tariff schedules which, because of special treaties, are lower in the instance of Italian oils than the American.

French Essential Oil Production

M. R. Cerighelli has recently produced an interesting booklet for the purpose of stimulating the production of essential oils in Grasse, says the *London Oil & Color Trades Journal*. It seems that, owing to outside competition and low prices, the cultivation of geranium has almost ceased in Grasse, and that of roses is in a very serious plight. At present jasmin is one of the most paying crops, and extensive increases of acreage are being made for its cultivation. Fungal disease can be prevented by a more careful selection of stock. *Jasminum officinale* is usually more immune before being grafted with *J. grandiflorum*. Hybrids of *J. officinale* and the Spanish variety may prove more fungus-resisting. So much research work is necessary with regard to the various essential oil plants that M. Cerighelli suggests the establishment of an experimental research station in the Grasse district.

Convincing Proof

A quack doctor was holding forth his medicines to a rural audience.

"Yes, gentlemen," he said, "I have sold these pills for 25 years and have never heard a word of complaint. Now, what does that prove?"

Voice in the crowd: "That dead men tell no tales."

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Perfumers and Toiletary Makers Plan Innovations for 1926 Meeting;
Chemists Hold Sessions and Folk in Other Industries Are Busy**

A. M. T. A. WILL MEET MAY 24-27, 1926

The Executive Committee of the American Manufacturers of Toilet Articles has decided to hold the thirty-second annual meeting of the association in the metropolis on May 24, 25, 26 and 27, 1926. The business headquarters for the sessions will be as formerly at a New York hotel, but there will be additional attractions aside during the four days that will make it worth while for all of the members to attend. One feature will be a golf tournament. An interesting program already has been outlined for the regular sessions of the convention and as soon as it is completed copies will be available for the members. In the meantime the duty of every A. M. T. A. member is to put on his calendar the fact that he and his immediate family will be in New York on the dates just mentioned.

The convention will naturally have business of importance to the various groups for consideration, and while business is a prime essential, the May attractions of America's really greatest Summer resort will prove a factor in making attendance pleasant and happy for those who come.

There may be some surprises later on in the way of entertainment, for every member of the Convention Committee is going to work to make the meeting an unusual success.

The following circular sent to the members explains some innovations this year:

"Your Executive Committee has felt for sometime that the convention of our association could be very much improved, and after several joint conferences with the Chairman of the Entertainment Committee, has approved the following changes:

"The Convention this year will be held for four days (instead of three), beginning Monday, May 24 and ending, Thursday, May 27. The sessions each day will begin at 10 A. M. except on Tuesday, May 25. This day (May 25) will be set aside for a golf tournament (and other outdoor diversions for those who do not play golf), at one of the nearby golf courses. Arrangements will be made to furnish transportation from some convenient point in New York City to the 'scene of action.'

"The theatre party will be held on the night of Monday, May 24, and the banquet on the night of Wednesday, May 26.

"While the Convention covers four actual days instead of three as heretofore, the time away from your business is no greater than heretofore, because those of you who are out of town have traveled on Monday to reach the Convention Tuesday morning (thereby losing Monday away from your business). You will now travel on Sunday and will therefore be able to utilize Monday for Convention business.

"In the past, too, it has been necessary on many occasions to hold an extra session on Friday morning. This year that extra session will be held on Thursday, thereby giving the members an opportunity to start for their homes on Thursday night instead of waiting until Friday. In other words your committee has better utilized the time and is really conserving your time and getting in an extra day.

"You will, of course, at once note that the Convention is held about a month later than heretofore. This has been done for several reasons. For those members who desire, there will be an opportunity to spend Decoration Day in New York. In addition, weather conditions at that time are apt to be more favorable for the outdoor diversions scheduled for Tuesday, May 25."

During the last month Secretary Bertram has issued bulletins promptly notifying them of the developments at Washington regarding the issue of alcohol permits.

SYNTHETIC ORGANICS HONOR DR. HERTY

The fourth annual meeting of the Synthetic Organic Chemical Manufacturers' Association, held at the Commodore Hotel in New York City on December 11, was the best of the series and was attended by more than 200 persons. Reports by officers and committees showed the association to be in excellent condition, both financially and measured by the service it has rendered members and the organic chemical industry at large.

Features were two round table conferences between members of the association and professors of chemistry in various universities were held in adjoining rooms. A chemical engineering group was led by Professor R. T. Halsam, director of chemical engineering practice, Massachusetts Institute of Technology, and an organic chemistry group by Dr. M. T. Bogert, professor of organic chemistry, Columbia University.

Dr. Chas. H. Herty, in his annual report as president, reviewed the problems encountered by the association during the year and told how these had been taken care of. He outlined the work of co-operation with the attorney-general's staff before the board of appraisers and court of customs appeals. Dr. Herty was honored by again being elected president. George Eastman, the kodak inventor was elected an honorary member.

The election of officers was as follows:

President: Chas. H. Herty.

Vice-Presidents: Dyestuffs Section: August Merz, Heller & Merz, Newark, N. J. Crudes and Intermediates Section: W. F. Harrington, E. I. du Pont de Nemours & Co. Fine Organic and Medicinal Chemicals Section: B. R. Tunison, U. S. Industrial Chemical Co. Special Chemicals Section: P. S. Rigney, Roessler & Hasslacher Chemical Co.

Treasurer: F. P. Summers, Noil Chemical & Color Works.

Board of Governors: Ex-Officio: Chas. H. Herty, August Merz, W. F. Harrington, B. R. Tunison, P. S. Rigney.

Dyestuffs Section: A. J. Farmer, Pharma Chemical Co.; E. H. Killheffer, Newport Chemical Co.; F. P. Summers, Noil Chemical & Color Works; G. H. Whaley, John Campbell Co.

Crudes and Intermediates Section: W. S. Weeks, Calco Chemical Co.; T. W. Sill, E. C. Klipstein & Sons Co.

Fine Organic and Medicinal Chemicals Section: R. E. Dorland, Dow Chemical Co.; A. S. Burdick, Abbott Laboratories, Chicago.

Special Chemicals Section: A. V. H. Mory, Bakelite Corporation.

Dr. Whitaker Addresses Chemical Salesmen

An interesting and appreciative audience of men engaged in the chemical industries in the metropolitan territory listened attentively to an address by Dr. M. C. Whitaker at the November meeting of the Salesmen's Association of the American Chemical Society. Dr. Whitaker's address followed the monthly dinner in the Builders' Exchange Building, New York City, November 20. Other business transacted was the election of W. H. Thompson as chairman of the Membership Committee and Ira P. MacNair as permanent chairman of the Entertainment Committee. John A. Chew was elected chairman of the Executive committee.

The fourth annual Christmas Party of the association will be held December 29 at the Builders' Exchange. The party will be replete with presents, music, entertainment, including a visit from Santa Claus. The committee in charge consists of Ralph E. Dorland (presents and Santa Claus), C. H. Hazard (entertainment), and Ira P. MacNair.

(Association News Continued on Page 576)

CHICAGO PERFUMERY, SOAP AND EXTRACT ASSOCIATION



LOUIS J. FREUNDT
(President)



EUCLID SNOW
(Vice-President)



MICHAEL LEMMERMEYER
(Secretary)



DONALD M. CLARK,
(Retiring President)

CHICAGO, Dec. 15.—The annual meeting of the Chicago Perfume, Soap and Extract Association was held December 2, and for the first time the association met in their new meeting quarters, in one of the private dining rooms of the Hamilton Club. The change from the Elks' Club seemed to meet with the general approval of the members present.

Walter L. Filmer, of the Monsanto Chemical Works, faithful and efficient retiring secretary, made a short address thanking the members for their kind cooperation during his four years of office.

A short business session was held first and then President Clark turned the chair over to Louis J. Freundt of the American Can Company, the new president. In taking over his new duties, President Freundt spoke briefly of his policies and his ideals and asked for the Association's whole-hearted support.

The following are the officers who were installed for the ensuing year: President, Louis J. Freundt (American Can Company); vice-president, Euclid Snow (Mallinckrodt Chemical Works); secretary and treasurer, M. Lemmermeyer, of Lum & Lemmermeyer.

The annual banquet and dance of the association was held in the large ballroom of the Edgewater Beach Hotel in Sheridan Road, Wednesday evening, December 9, and more than 325 from the trade, their wives, daughters and sweethearts sat down to the dinner and took part in the fun and dancing that followed the repast.

Five vaudeville acts including the Charleston dancers, the Hawaiian players, the singers from the big loop theatres furnished the amusement for the big evening of surprises that was thoroughly enjoyed by all present. Some of the talent from the trade, including A. C. Drury, put on a little show of their own which made a hit with the guests.

Arthur Fortune, of Morana, Inc., introduced the retiring president, D. M. Clark, of the Franco-American Hygienic Company, and the new president Louis J. Freundt of the American Can Co., to the diners and a fine traveling bag was presented to Mr. Clark by Walter L. Filmer, the retiring secretary, on behalf of the members of the association. Needless to say Don Clark told them how much he appreciated their gift and said he would continue to work for the benefit of the organization with hearty zest.

Between the vaudeville numbers balloons and various kinds of noise makers were distributed to the folks and there was plenty of excitement and good cheer for all. The dance floor was crowded and some expert Charleston dancers were discovered in the midst of the guests.

Every one of the ladies received as a souvenir a fine gift box with a large number of articles donated by the trade that they will value, as the box contained many articles of daily use to them. The men were also remembered by the American Can Company with a fine lithographed humidor that will be useful to them.

The following is a list of table reservations for the banquet and one and all reported a most enjoyable evening:

Clarence Morgan & Co., 36; Geo. Van Kirk and associates, 30; D. M. Clark, Franco-American Hygienic Co., 26; Roy F. Downs, Illinois Glass Company, 24; Frank Z. Woods, 16; A. C. Drury, A. C. Drury & Co., 16; Chas. D. Bronson, Innis-Speiden & Co., 16; Ed. Cassidy, Owens Bottle Co., 16; H. D. Crooks, John Blocki, Inc., 8; W. L. Filmer, Monsanto Chemical Works, 8; Louis J. Freundt, American Can Co., 8; Mears Baldwin, Baldwin Perfumery Co., 8; John Buslee, Neumann-Buslee & Wolfe, Inc., 8; Joseph De Lorme, Riviera Products Co., 8; George Briggs, Allen B. Wrisley Co., 8; Mr. Nealy, W. C. Ritchie & Co., 8; Lum & Lemmermeyer, 8; Mr. Muttera, Armstrong Cork Co., 8; Mr. Seguin, C. A. Seguin Co., 8; H. B. Thayer, 8.

The following concerns contributed to the handsome souvenir boxes for the ladies: Melba Manufacturing Co., D'Arly Inc., Helfrich Laboratories, Franco-American Hygienic Co., Western Co., J. E. McBrady & Co., John Blocki, Inc., J. W. Marrow Mfg. Co., James S. Kirk & Co., Allen B. Wrisley Co., Puritan Cosmetic Co., Marshall Field & Co., Frank Z. Woods, Art Box Co., American Can Co.

The Art Box Co. made the boxes that contained the different items and the American Can Co. donated the humidors.

Roy F. Downs, of the Illinois Glass Company, and his coworkers on the entertainment committee received many compliments on the excellent program and the smoothness with which the affair was handled. There was not a slip to mar the evening of pleasure.

Everyone wondered why Donald M. Clark was so happy. Friday morning the boys received word that a fine baby boy had arrived at the Clark home weighing 7 pounds and 10 ounces. Congratulations were in order from his many friends. Don says he will make him the youngest member of the Chicago association.

At the American Can Company table were Mr. and Mrs. Louis J. Freundt, Mr. and Mrs. J. D. De Lamar, M. P. Cortilett, Mr. and Mrs. J. Abrahams; at the Monsanto table were Mr. and Mrs. W. L. Filmer, Mr. and Mrs. Edward Murphy, Mr. and Mrs. H. Comstock, C. L. Fitzner and Miss Moore; at the Hazel Atlas table were G. M. Van Kirk and his associates, V. A. Richards, J. H. Swart, H. G. Larson, James T. Johnson and other guests of the company.

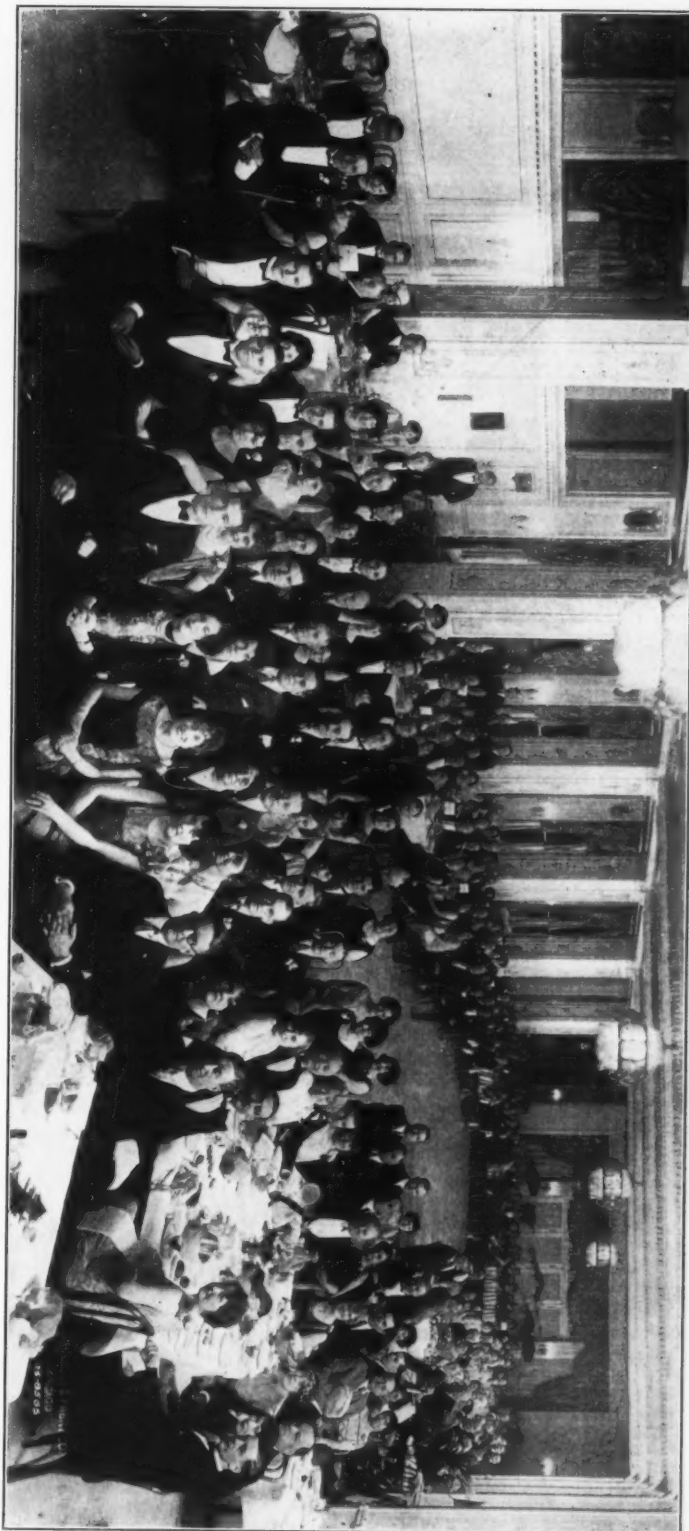
J. Stocks, chemist of the Franco-American Hygienic Co., was the life of the party at his table. Reason: a baby boy arrived at his home a month ago and already he is showing signs of being a first class chemist, according to parental observation and belief.

H. J. Sweeney, of the American Distilling Co., was kept quite busy telling the boys to wait for the colored gentleman, who seemed quite slow in performing his duties.

"They" say if A. C. Drury ever leaves the trade he surely can go on as a Charleston dancer, as he kept the crowd interested with his expert interpretation of art in dancing.

M. J. Brorby, doing business as the Chicago Perfume Co., at 508 South Dearborn street, has brought out a non-spillable vanity case which he is selling to the dealer trade, introducing it as part of a face powder special deal. Mr. Brorby is an old-timer in the perfumery and toilet goods business, starting his activities in Chicago back in 1905. He now plans to gradually shift from his old to-the-customer base to the to-the-dealer base.

(Continued on Page 590)



Scene at the Fourteenth Annual Banquet of the Chicago Perfumery, Soap & Extract Association, Edgewater Beach Hotel, December 9, 1925.

GROCERY SPECIALTY MEN CONVENE

The seventeenth annual convention of the American Grocery Specialty Manufacturers' Association, which was held at the Mayflower Hotel, Washington, December 8-10 was one of the most notable in the entire history of the organization. The attendance registered 500 and the entire membership visited President Coolidge at the White House and were photographed with him in a group.

Commerce Secretary Hoover and Federal Trade Commissioner Humphrey both delivered addresses, but an outstanding feature of the meeting was the address of Merle Thorpe, editor of *Nation's Business* on the tendency of legislative bodies to make laws, of which he declared more than 1,900,000 are now on the statute books.

United States Senator James W. Wadsworth, Jr., in an address discussed prohibition, declaring it had made a policeman of the Federal government and was a "development toward a central bureaucracy, far removed from the people and too often irresistible."

The following officers were elected: President, Frank D. Bristley; vice presidents, Frank E. Barbour, Beech-Nut Packing Co.; Dr. J. S. Goldbaum, Fels & Co.; H. D. Crippen, Bon Ami Co.; treasurer, Louis McDavit, Colgate & Co.; directors, Proctor Carr, Shredded Wheat Co., for one year to fill vacancy; W. T. Nardin, Pet Milk Co., two years to fill vacancy, and the following for full three-year terms; J. D. Duhner, Corn Products Co.; C. A. Penn, American Tobacco Co.; James F. O'Brien, Kellogg Co.; P. D. Taylor, Canada Dry Co.; H. R. Drackett, Drackett Chemical Co.; Frank E. Millard, Diamond Crystal Salt Co.

A feature of the meeting was the banquet held in the Mayflower Hotel on the evening of December 9. The toastmaster was F. D. Bristley and the speakers were Senator James W. Wadsworth, Jr., Strickland Gillilan and Dr. James Shera Montgomery. The toastmaster introduced individually all of the men seated at the speakers' table, and also singled out individuals in the audience, especially those who had travelled a long distance to attend the convention.

Another innovation was a series of songs, set to popular airs, about different prominent members of the association.

Paper Board Industries Association

The new Paper Board Industries Association, the formation of which was announced on page 462 of our November issue, held a scheduled meeting November 18-19 at its branch office, 19 West 44th street, in New York City. As previously stated the organization is a merger of the three Box Board, Container and Folding Box Manufacturers' associations into a central body, each group to have equal representation in the board of officers.

The officers are as follows: President, Fletcher M. Durbin, Sefton Mfg. Corporation, Chicago, Folding Box group; Vice-President, Walter P. Paepcke, Chicago Mill & Lumber Co., Chicago, Paper Board group; Vice-President, J. P. Brunt, Mid-West Box Co., Chicago, Container group; Vice-President, Arthur C. Osborn, United States Printing & Lithographing Co., Norwood, O., Folding Box group.

These officers, together with the following, constitute the Executive Committee: W. J. Alford, Jr., Continental Paper Co., Bogota, N. J., Paper Board group; E. T. Gardner, Gardner & Harvey Co., Middletown, O., Paper Board group; Irving Hill, Lawrence Paper Mfg. Co., Lawrence, Kan., Container group; Samuel Samuels, American Corrugated Paper Products Co., New York City, Container group; H. C. Stevenson, Rochester Folding Box Co., Rochester, N. Y., Folding Box group.

The official staff is composed as follows: G. R. Browder, General Manager and Treasurer; H. A. Dickie, Assistant General Manager; H. S. Adler, Secretary; Grafton Whiting, Statistician; E. O. Merchant, Economist; Morris Townley, Legal Adviser. General offices have been provided in the former headquarters of the National Container Association, at 608 Dearborn street (Transportation Building), Chicago. A branch office in New York City is located at 19 West 44th street. This eastern office will be under the supervision of Mr. Dickie.

BEAUTY SCHOOLS FORM ASSOCIATION

The American Beauty Culture School Association was organized last August held its first election in November at the Waldorf-Astoria Hotel, New York City. Among those present was George Wenzel, president of the American Association of Beauty Culture Schools, which functions in the Mid-West and who suggested that the two associations ought to unite.

The new association elected the following officers: President, Madame Hudson, Auburn, N. Y.; vice-president, Miss Ryan, Royal Institute of Beauty Culture, New York City; second vice-president, Miss Berry; treasurer, Madame Sidonia, Scranton; secretary, Mrs. McNiff Johnson, Harrisburg; state representative, Mrs. Rita A. Kraus, Ritanella Academy, Philadelphia and Newark, N. J.

American Master Hairdressers' Association

Announcement is made that the eighth annual convention and exhibit of the American Master Hairdressers' Association will be held in the grand ball room of the Commodore Hotel, New York City, March 8 and 9. The association has repudiated another exhibition planned to be held in the Waldorf-Astoria Hotel.

The New York Hairdressers' Association, which planned an exhibition at the Pennsylvania Hotel for December 16 and 17 also disclaims connection with the Waldorf show.

Dr. Nichols Gives \$600,000 Laboratory to N. Y. U.

Dr. William H. Nichols has made a splendid gift to his alma mater, New York University which taught him all that it could of chemistry and started him on his scientific career as a manufacturing chemist before he was of age, fifty-six years ago. Chancellor Elmer Ellsworth Brown announced last month the receipt of a \$600,000 gift from the Nichols Foundation, Inc., established by Dr. Nichols, which is to be used to erect a new chemistry building at the University Heights branch of New York University. It is expected that work on the new building will start in the Spring and that the building will be ready for occupancy by February, 1927.

Dr. Moore Chosen Chief of Chemical Engineers

Dr. Hugh K. Moore, of the Brown Co., Berlin, N. H., was elected president of the American Institute of Chemical Engineers at the 18th annual meeting in Cincinnati in December. He succeeds Dr. Charles L. Reese of duPont. Dr. Moore was the Perkin Medalist in 1924. Other officers elected were: J. V. N. Dorr, New York, vice-president; John C. Olsen, Brooklyn Polytechnic Institute, secretary (re-elected); M. H. Itner, Colgate & Co., treasurer (re-elected); David Wesson, Wesson Oil & Snowdrift Co., auditor; Directors, E. H. Hooker, H. E. Howe and S. W. Parr. The next convention will be a combination meeting in Birmingham, Ala., and Atlanta, Ga.

Chemists' Club Honors Past Presidents

Ten past presidents were honored at a dinner of the Chemists' Club held at the clubhouse, 52 East 41st Street, New York, November 18. Following an excellent dinner, K. G. MacKenzie, president of the club, assisted by F. M. Turner, Jr., introduced each of the honorees, except Dr. Metzger and Dr. McKenna who were unable to be present. The past presidents honored were L. H. Backeland, William Jay Schieffelin, Maximilian Toch, Marston T. Bogert, O. P. Amend, Milton C. Whitaker, Ellwood Hendrick, and John E. Teeple, F. J. Metzger and Charles F. McKenna.

France Honors Dr. Parsons

The Government of France has conferred the Cross of the Legion of Honor, Officer Grade, on Dr. Charles L. Parsons, Secretary of the American Chemical Society, and transmitted it to him recently through the French Ambassador at Washington.

Philadelphia Sesquicentennial Exposition

The 150th anniversary of the adoption of the American Declaration of Independence will be observed by the Sesquicentennial International Exposition, which opens at Philadelphia, June 1, 1926.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our November report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association of the United States.

Naturally prohibition enforcement and the movement for the ending of the war tax on alcohol have received considerable attention. The status of these subjects is given in our Washington correspondence.

The members are looking forward eagerly to the Convention next year, as it means a visit to New York City. The dates selected are June 9, 10 and 11, 1926, and the headquarters will be at the famous Briarcliff Lodge, a charming resort just outside of the metropolis which affords all of the pleasure to be had in the country, including golf course, etc., with the many conveniences and attractions of the big city closely at hand.

SODA WATER FLAVORS MANUFACTURERS

August Peter, of Milwaukee, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have maintained their activities in the interests of the association and its members during the month since the twentieth annual convention.

Secretary Hickey issued bulletins to the members regarding the reduction of the alcohol tax and prohibition enforcement, as well as the ruling against double-strength Jamaica ginger.

Vanilla An Economic Factor in Vera Cruz

Consul John Q. Wood, Vera Cruz, Mexico, October 31, writes: The buying power of a considerable part of the population of Vera Cruz is dependent upon the vanilla bean crop and its price. Just at present this element is suffering serious depression. With the current crop estimated at about 250,000 pounds, and a carry over from last year of from 40,000 to 50,000 pounds, the price has fallen to \$5.50 per pound, with little prospect of improvement. Following organization of the vanilla workers, wages have increased, in some cases as much as 100 per cent, while hours of labor have been shortened, and producers now estimate the cost of production at \$8 per pound. September vanilla shipments amounted to 90,000 pounds, practically all of which went to the United States.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

THE BAN ON DOUBLE-STRENGTH GINGER

Treasury Decision 3765, putting double-strength Jamaica ginger in the intoxicating liquor class, was printed on page 505 of our November issue. It becomes effective January 1, 1926. It apparently does not affect flavors.

Thomas J. Hickey, attorney for the F. E. M. A. and secretary of the National Manufacturers of Soda Water Flavors, took up the matter with the authorities at Washington and as a result has issued the following statement:

"We are pleased to announce that the Prohibition Unit takes the position that Treasury Decision 3765 recently issued, which stops the manufacture and sale of Double Strength Jamaica Ginger after January 1, 1926, does not apply to Soluble Ginger for flavoring purposes nor to Ginger Ale Extract. These latter may be manufactured and sold as heretofore."

HELPING OUT ON PERMITS AND GINGER

H. W. Eddy, "the Bond Man," 506 Olive street, St. Louis, Mo., performed a signal service for his clientele during the recent crisis caused by the confusion in the issue of orders regarding the premature revocation of permits for legitimate manufacturers to use industrial alcohol. Mr. Eddy not only sent out copies of the Treasury Decisions to his clients, but he told them in plain language what it all meant as it affected them. This course he also pursued in reference to the action of the Washington authorities in regard to double strength ginger, which is outlawed January 1. In this matter Mr. Eddy suggests the following alternatives for manufacturers:

First—Any quantity of the (double strength ginger) products remaining on hand January 1, 1926, may be sold to any permittee authorized to receive intoxicating liquor pursuant to form 1410-A. (It is my opinion that such sale may be effected without obtaining either a wholesale or retail liquor dealers' license, provided the purpose of the sale is made clear to the authorities.)

Second—The alcoholic content of any such products remaining on hand January 1, 1926, may be recovered by those manufacturers possessed of a registered still and authority to effect recovery of non-beverage alcohol.

Third—Any stock of such products remaining on hand January 1, 1926, may be destroyed. (Government supervision advised.)

RELATION BETWEEN FLAVOR AND CANDY

Noble Stormont, chief chemist in the analytical and research department of Foote & Jenks, Jackson, Mich., has contributed two interesting articles on the "Relation of Flavor and Candy" to the *Candy Factory*. The articles discuss the subject from the view of educating candy manufacturers in the proper appreciation and utilization of flavors in

(Continued on Next Page)

OFFICIAL REPORT ON STUDY OF NON-ALCOHOLIC FLAVORS

WASHINGTON, December 10.—Reports presented at the recent 41st annual convention of the Association of Official Agricultural Chemists included one on flavors and non-alcoholic beverages by J. W. Sale, of the Department of Agriculture, who was designated as referee on this topic.

"A review of previous reports," said Mr. Sale, "showed that no work has been done on five recommendations made by former referees, namely, Nos. 1, 2, 3, 7 and 8, as listed in the report of the referee for 1924. The referee wrote to eight chemists who were experienced in the analysis of flavors and asked them which of these five recommendations should in their opinion be given preference. As a result of the correspondence Nos. 2 and 7 were selected.

"They are as follows:

"(2) 1916: That the value of the test for detection of vanilla resin be studied.

"(7) 1919-20-21-22: That the referee give consideration to methods for the analysis of non-alcoholic flavors, as, for example, the determination of orange oil and lemon oil in mineral oil, cottonseed oil, etc."

Wide Variance of Views on Tests

Taking up the discussion of tests for the detection of vanilla resin Mr. Sale said:

"There is a wide difference of opinion as to the value of the gravimetric determination of vanilla resin. Hess, who developed the qualitative tests for vanilla resin, did not specifically direct the separation and weighing of the resin but merely stated 'If it is desirable to weigh the resin for a quantitative determination, several hours are necessary for its complete separation.' Brooks, however, described a gravimetric procedure.

"One experienced chemist with whom we corresponded advised that the tests for vanilla resin are too indefinite and mean nothing, while a representative of a commercial laboratory stated that the gravimetric determination was of great value to him in evaluating vanilla extracts."

After describing in detail two methods, Mr. Sale said:

"We are of the opinion that neither of the methods are worthy of adoption by the association as official methods because the weights of resin attained on the same solution vary considerably. The question as to whether or not the hydrochloric acid method, which is the more satisfactory method, should be adopted as a tentative method has been carefully considered. We believe that it is valuable provided the results are not interpreted too literally and provided no attempt is made to calculate the exact per cent of true vanilla from the weights of resin. The limitation of this method in this particular can be indicated by requiring that the weights of resin be reported in grams per 100 cc. to two decimal places only. With this modification, we recommend that the method be adopted as a tentative method.

"The qualitative tests are useful in differentiating foreign resins from vanilla resin, and it is believed that they should be retained to supplement the gravimetric determination by the hydrochloric acid method."

Study of Non-Alcohol Flavors

Taking up the analysis of non-alcoholic flavors Mr. Sale said:

"In addition to the work on resins, methods for the analysis of non-alcoholic flavors were studied. Thirty solutions of lemon oil and of orange oil in corn oil, cottonseed oil and light mineral oil were prepared, the percentages by volume of essential oil in each type of solution being as follows: 1.67, 3.33, 5.00, 6.67, and 8.33. The essential oils were purchased from W. J. Bush & Co., and were manufactured from California fruit.

"The samples were analyzed by a steam distillation method and also by determining their rotation in the polariscope."

Mr. Sale described the two methods in analyzing non-alcoholic flavors and then added:

"The data in Table V show that the maximum percentage error on 31 samples was 5.0 per cent, the average being 0.09 per cent. The results, therefore, are very satisfactory, but

additional work along the lines indicated above in the discussion of the steam distillation method should be done before the method is offered to the association for adoption."

Mr. Sale presented the following recommendations:

"It is recommended:

"1. That final action on the Folin and Denis rapid colorimetric method described in the referee's report for 1924 be deferred for another year.

"2. That the Wichmann method, described in the referee's report for 1924, for the determination of the lead number of vanilla extract and its imitations, be adopted as an alternate method.

"3. That the chromate method described in the referee's report for 1924, for the determination of lead, be adopted as an alternate official method.

"4. That the hydrochloric acid method described in this report, for the gravimetric determination of resin in vanilla extracts, be adopted as a tentative method, when modified by the statement, 'Report results to two decimal places only.'

"5. That the statement in Method of Analysis, AOAC, 1924, Chapter XXVII, par. 11, beginning 'place 50 cc. of the extract' and ending 'filtrate for further tests,' be deleted, and that the statement 'Place a portion of the filter with the attached resins' be changed to 'Place a portion of the dried resin.' Remove the heading 'Qualitative Test—Tentative' from its present position so that it will apply to the qualitative tests.

"6. That the qualitative tests in Chap. XXVII, par. 11, for vanilla resin be retained.

"7. That the referee for next year continue clearing away old unacted upon recommendations listed in the report of the referee for 1924 and that the work begun this year on the analysis of non-alcoholic flavors be completed. That additional work be done on the Folin and Denis rapid colorimetric method referred to in recommendation 1, with a view to determining the effect of added caramel."

The association elected the following officers: President, Dr. W. W. Randall, Baltimore; vice-president, Dr. W. H. MacIntire, Knoxville, Tenn.; secretary-treasurer, Dr. W. W. Skinner; members of the executive committee, E. M. Bailey, New Haven, Conn., and Dr. Oswald Schreiner, of the Bureau of Soils, Washington, D. C.

RELATION BETWEEN CANDY AND FLAVOR

(Continued from Preceding Page)

making their products, but some of his observations will be found of wider application. He says in part:

"Many persons, even writers of technical articles, confuse in their minds the true phenomena of taste and flavor. Most people are guilty of saying that the taste of this is so and so, when really they refer to the flavor. There are four kinds of taste; namely, sweet, sour, bitter and salt, and they can readily be identified alone or blended, by the nerves of taste located on the tongue.

"Finck, in his book on 'Food and Flavor' defines flavor as follows: 'Flavor is the odor of a substance as perceived in breathing out through the nose while we are eating, and usually accompanied by a sweet, sour, salt or bitter taste.'

"To show the real difference between taste and flavor the following test is suggested. Take any piece of highly flavored candy, peppermint, for example, hold the nostrils tightly closed and place the candy in the mouth. No amount of chewing will cause the flavor to be identified while the nostrils are closed. When the nostrils are released, the flavor is immediately recognized, as the air which passes out through the nose carries the odor from the mouth to the olfactory nerve.

"The exhaled air that brings the odor or flavor from the mouth to the olfactory nerve is more effective in imparting the impression than it would be if it were breathed into the nostrils or inhaled.

"The real taste in candy is due to sugars, syrups and other non-flavoring materials.

"Sometimes candy may develop a rank taste, due to certain things present in the flavoring materials. This is

especially true of citrus oils. These oils contain terpenes, which make the chief bulk, and are something like turpentine. In the natural fruit they are the solvent or vehicle of the flavor, not the flavoring principle itself. When the terpenes come in contact with heat, light or air they form oxidation products which develop rankness in candy. The terpenes isolated clearly show that they do not possess any pleasing flavor. Their presence in candy is highly objectionable because of these facts.

Volatility a Necessary Quality of Flavors

"When flavor is added to candy it boils out readily, and evaporation is, of course, increased as the temperature is raised. Hard candies in the making show a much greater loss of flavor when flavor is added to the batch in the kettle. This condition applies to all flavors. This property of flavor is called volatility.

"It is because of this very property that flavor is useful in our every-day life. The normal temperature of the human body varies from 98 to 100 degrees F. Candy that is eaten slowly soon reaches the temperature of the mouth and its flavor ascends and reaches the olfactory nerve. Practically speaking, this is the temperature of volatility for flavor.

"It is well known that fresh fruit of all kinds is preferred to fruit that has been prepared by some heating processes. For instance, which is the better—fresh strawberries from the garden or canned strawberries that have been cooked before canning. Fresh strawberries are chosen every time, because they have a delicate flavor, that is easily impaired and lost in handling. In the case of the canned fruit, this flavor is changed or lacking because the essential flavor is quickly volatilized and so is largely lost in processing.

"Therefore, a practical flavoring material for candy must be such a flavor as is volatile, or at least partially volatile at body temperature. It should preferably be prepared by a cold process, since the delicate aroma of vanilla beans, fresh fruit, expressed citrus oils and many other flavors is changed and impaired when heat is applied. This is especially true in the distilling of essential oils or in the boiling down or preserving of fruits and fruit juices.

"It is this quickly volatilized flavor, so often and easily lost, that is really the soul of good candy. By using a flavoring material meeting as nearly as possible these ideal conditions, you are surely selecting a kind of flavor that the consumer will like and desire in the eating."

Mr. Stormont goes into detail in advising candy makers regarding the use of flavoring materials in manufacturing their products and cautions them against permitting the fragrance to fill the factory air instead of retaining it in the candy to be released at the proper time in the mouth of the consumer. He divides flavoring materials into two classes, soluble and insoluble, and outlines advantages he finds in the use of the latter class for making confectionery. In a general way the information he conveys should be of practical value to the readers of the *Candy Factory*.

Cats as an Article of Food

The Department of Agriculture has prepared a printed bulletin saying:

"The cat crop ranks third in importance. Cats traditionally constitute the banner horse feed of the world and 3 per cent is used for human consumption. The cat crop is subject to several diseases, chief of which are loose and covered smuts, stem rust and crown rust."

Then follows a discourse on wildcats, tame cats, broken cats and wilted cats. The main varieties in the United States are given as Swedish Select, Silver Mines and White Tartar.

The trouble was that the linotype operator consistently hit the letter "c" instead of the letter "o" and had turned a treatise on oats into one on cats. The bulletin will not be distributed.

Formula for Synthetic Fruit Flavors

A. CHAPLET. *Parfumerie Moderne* 18, 132, 133 (1925).—Formulas previously published for artificial apricot, pineapple, banana, cherry, lemon, strawberry, raspberry, gooseberry, melon, orange, peach, pear, apple and plum flavors have been collected and tabulated.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Service and Regulatory Announcement No. 52

This announcement, issued in November, contains state and federal laws and regulations in relation to the insecticide and fungicide industry, together with a roster of the officials charged with enforcement. Copies can be obtained for 5 cents each on application to the Superintendent of Documents, Government Printing Office, Washington, D. C.

Indiana

Chemists in the Indiana Food and Drug Laboratory in August, examined 269 samples of food of which 89 were classed as illegal. Of 29 samples of beverages examined 14 were found illegal chiefly because the bottles in which they were sold contained the name of others than the real manufacturer. But three samples of drugs were examined. One of these, an olive oil, was illegal because of the presence of cottonseed oil.

The Laboratory in September examined 395 articles of food, of which number 133 samples were found to be illegal. There were no flavoring extracts in the list.

Maine

The fortieth annual report of the Maine Agricultural Experiment Station at Orono for 1924 has just been issued. The results of inspections of interest to our readers have been published. Bulletin 321 gives abstracts of papers not included in previous bulletins, as well as the index for the volume. James M. Bartlett, M. S., is chief chemist of the station.

New Jersey to Seek New Weight Law

The State Department of Weights and Measures in New Jersey will introduce in the 1926 Legislature bills for standard loaves of bread, etc., which failed in the last session. Another bill will seek to require manufacturers of commodities sold in package form to declare the contents in terms of weight on the labels.

Food and Health Show in New York City

The Third Annual Health and Food Exposition was held at the New Madison Square Garden, Dec. 14-19. There were about one hundred and fifty exhibits representing almost every authenticated manufacturer of pure food products and practically all the latest scientific sanitary devices.

PULLING OUT THE TRADE SPARKPLUGS

A merchant who jumps in and out of the advertising columns, says the Lewiston, Mont., *Argus*, gets about the same results as a motorist would get were he to pull the sparkplugs out of a couple of cylinders of his four-cylinder motor. He wouldn't enjoy the going straight, ever increasing powerful pull of his motor, but he would go by jerks and stops. And, since advertising is the spark plug that ignites the desire of the prospective customer to keep the motive power of the merchant's store pulling steadily, how can that merchant expect his business to pull straight along if he slips out a couple of advertising spark plugs every once in a while?

Modern merchandising parallels peculiarly the automobile power plant. Feed a good grade of gas into a properly functioning carburetor, let it be efficiently ignited by well cleaned spark plugs, and the rest of the mechanism is apt to do its work, and not too much of the power producing units will go out of the gas exhaust manifolds.

TAX REDUCTION BILL IN NEW CONGRESS

(Continued from Page 561)

out, returned large dividends in increased sales of American products abroad. With a total foreign trade (exports and imports) in merchandise in excess of \$8,600,000,000 the position of the United States in world markets improved during the year, according to the bureau figures. Exports of merchandise exceeded imports by \$1,041,000,000, an increase over both of the preceding years. Compared with the five year pre-war average, exports of merchandise have increased 124.6 per cent and imports 126.4 per cent. By comparison with 1924, exports of merchandise advanced 12.8 per cent and imports 7.6 per cent.

NEW LEASE OF LIFE IN PATENT OFFICE

How the Patent Office is expediting action on the products of American inventive genius is described in the annual report of Thomas E. Robertson, commissioner of patents. Increased expert staff, improved facilities, simplified procedure, and rearrangement of office space made possible a notable gain in the time patent applications are held for official action. New patents were passed upon within an average of three months as compared with five months the preceding fiscal year, and there was corresponding improvement in the time necessary to dispose of amended cases.

The Patent Office was transferred to the Department of Commerce April 1, 1925. It had previously, for 76 years, been part of the Interior Department.

During the year the Patent Office handled applications totaling 103,705 as compared with 99,724 during the corresponding period in 1924. With the exception of the years 1921 and 1922, when patent applications withheld during the World War were submitted in large numbers, the number of applications filed during the period under review was the largest in the history of the Patent Office. Notwithstanding this increase, Mr. Robertson points out that the number of applications now awaiting action has been materially reduced as compared with previous years.

Detailed statistics show that applications for patents for inventions, designs, and reissues increased from 79,689 in 1924 to 82,213 in 1925; and trade-marks, labels, and prints from 19,885 to 21,378. Fees collected and turned into the Treasury amounted to \$3,042,276, a figure larger by \$228,977 than during any previous year in the history of the Patent Office.

Commissioner Robertson calls attention to the need for larger and better equipped facilities for the Patent Office. Citing in this particular the favorable recommendation of a Presidential Commission in 1912, he states that since that time the Patent Office has granted 500,000 patents or about one-third of all patents issued. He further recommends that the increased temporary staff authorized by Congress be continued in part, until it is absorbed by filling vacancies as they occur in the permanent staff with these trained workers.

"Industries throughout the breadth of our land depend upon rapid results obtained from the Patent Office," Commissioner Robertson states, "and are checked in their growth when the Patent Office lags behind."

Census of Manufacturers for 1925

The Bureau of Census of the Department of Commerce has completed plans for the biennial census of manufacturers, covering the year 1925. Blank forms will be mailed by the bureau about January 1 and a report will be required from each manufacturer whose gross products are valued at \$5,000 or more for the year 1925.

Scott Turner to Head Bureau of Mines

Scott Turner, a mining engineer of large and varied experience, has been appointed director of the United States Bureau of Mines. Mr. Turner was born in Lansing, Mich., July 31, 1880. He was graduated from the University of Michigan in 1902. He has been on the staff of the bureau since 1921.

MESSAGE FROM THE BUSINESS WEST CITES TRADE REFORMS TO CONGRESS

(From an address by former United States Senator J. Hamilton Lewis at the Western Cannery Convention)

"A Message from the Business Men of the West to the President and Congress:

"The public press will bring you the message of the President of the United States addressed to Congress. Acknowledging this with due respect—the business men of the West return a message to the President and Congress. We announce that now with peace reuniting the world in fraternity of friendship, we ask that business be released from the clouds of suspicion and freed from the bonds of oppression that the 130 laws and regulations of government—passed in the last ten years—have put upon it.

"Let us summon the President and Congress to note that there is now in government 600,000 office holders sapping the resources of the taxpayers. That 65,000 of these are engaged as spies upon every form of commercial business—100,000 of these accusers of violations of business, of regulations made by laws of politics, ignorant of the laws of business.

"We now have fifteen separate commissions with thousands of employees acting in the form of governing bodies whose object is to suspect, examine, then condemn and obstruct anything in any system of business that does not serve the objects of the official control and officious supervision. From this embargo and obstruction follow to independent progress. It halts the advance in the occupation of mankind in the new day of confidence and respect, peace and mutual honor.

"The time has come for business to announce that after trial and experiment the enforcement of the Sherman Anti-Trust Act, the administration of the Federal Trade Commission over business, the Industrial Commission, the Interstate Commerce Act over transportation, and their kindred bodies, should be repealed and the citizen given the privilege of personal arbitration or to go to the court for his relief unembarrassed by expense or delay.

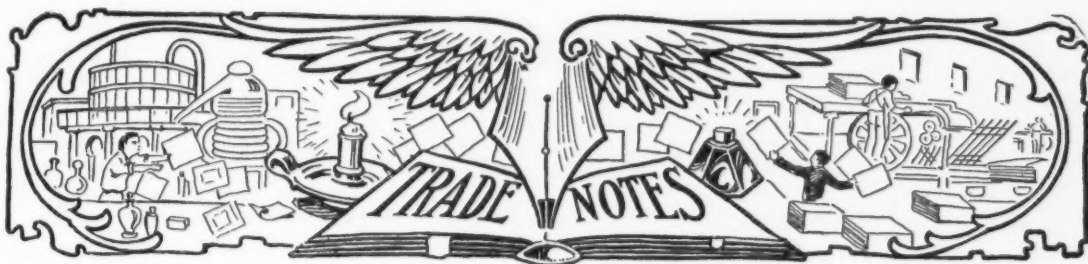
"Let it be remembered that out of 544 causes before these different tribunals, 460 were eventually taken to the courts after the parties to the disputes had either been bankrupt or the cause itself lost by the delays of procedure. Thirty of the causes were settled before hearing and only 11, as decided by the tribunals, were accepted as final by the persons involved. All discloses that the expense of the trials and the delays at Washington defeated the objects sought, when an immediate recourse to the court at the door by simple procedure would have given full relief and rescued the situation from what is now apparent to have been a persecution upon the citizens and the government.

"The proposal of our President is for the withdrawal of taxes that at once will equal \$300,000,000. We advise the President and Congress that the exact sum which parasites of political positions—exerting official bureaucracy over business in America—drain from business is reported as exactly \$325,000,000. The Honorable President and Congress will see that the abolishment of these vexatious bureaus will alone save \$300,000,000 to the public in taxes. The relief will rescue business from bondage, give freedom to the undertakings of the citizen and put him upon the basis of honor among men, sustained by responsibility to his country and duty to God.

"We ask that America be unshackled that she may run the course she is now set upon to establish herself as the first nation in the progress of the world—the land distributing favor and prosperity to mankind—as she guarantees justice and liberty to the redeemed world."

Death's Assets and Losses

When a rich man dies he leaves his riches behind and the world loses nothing; but when a great man dies the world is poorer because of the loss of a great mind.—Houghton Line.



Walter Thurston Hathaway, purchasing agent for Colgate & Co., New York, who recently concluded his fiftieth year of service with the company, died suddenly while making an address before the Laundry Sales Department convention in the Colgate auditorium, Jersey City, N. J., on December 16. He had been in ill-health for over a year and since early last Autumn had been enjoying frequent vacations from his work. Death was caused by heart failure.

He was born May 30, 1859, at New Bedford, Mass., where he went to public schools until he was thirteen years of age, when he left to go to work in his father's store. It was while working there that the late Charles Colgate happened to stop at the store to make a purchase, being waited on by Mr. Hathaway, who bent every energy to serve him.

Mr. Colgate was much impressed with the eagerness of the young man to give service, and a correspondence between them began which finally led to an offer to Mr. Hathaway to join the Colgate organization, which he did on October 3, 1875. His first position was as an office boy, but he so improved his opportunities that he rose to be head of the purchasing department.

Mr. Hathaway has taken an active interest in association affairs. In 1909 he was secretary to the Manufacturing Perfumers' Association and in 1923, 1924 and 1925 he acted as chairman of the convention committee. He is survived by his widow and one daughter, Mrs. John Hart, Taunton, Mass.

The funeral was held at 2 P. M. Friday, December 18, at the State Street Chapel, 500 State street, Brooklyn, N. Y. Interment will be made at Taunton, Mass.

Miss Elsa Milke is now in charge of the toilet goods department of the 26th street store of Park & Tilford, New York City, succeeding Miss Mary Jane Healy, who resigned to enter a new sphere of activity in a furniture establishment. Miss Frances Hall, formerly with Lord & Taylor, is assistant to Miss Milke.

William H. Addison, accompanied by Mrs. Addison, arrived on the *Homeric*, December 9, from a trip abroad which included visits to France and England. Mr. Addison is head of the Addison Lithographing Co., Rochester, N. Y.

Mme. Helena Rubinstein, of New York, sailed on the *Aquitania* November 11 for her annual mid-Winter visit to her branch establishments in London and Paris. She expects to return just before Christmas.

Evan Davies who is known to thousands for his popular impersonations over the radio of famous actors and singers, particularly Harry Lauder, has retired from the partnership of Davies & Doherty, sales agents, New York City, to become eastern sales manager for the Marinello Co., New York City.

Mr. Davies was born in Youngstown, Ohio, and educated in Toledo, where as a school boy he won local fame for his skill in impersonating famous persons. When he was 17 years old, Evan Williams a well known tenor at that time happened to hear Mr. Davies sing and recognizing the talent of the young man induced him to go to Akron where he studied vocal music. Subsequently he continued his studies in New York City and while he had many tempting offers to go on the vaudeville stage he confined his appearances in public to the Chautauqua and the Lyceum circuits which he varied from time to time by making records for the Columbia Phonograph Co.

His fondness for business overbalanced his musical trend and before long he became associated with Aubry Sisters, Inc., New York, and later served for seven years as eastern sales manager for the Odorono Co. W. H. Doherty was then general sales manager for that company; and so it was almost inevitable when the opportunity presented itself that both should join forces as manufacturers' sales agents. It was in this way that the firm of Davies & Doherty was formed five years ago.

In recognition of his skill as a salesman and of his services to the association, the Foragers, an organization limited to 75 members who sell to the big retail trade, presented him with a silver pocket case last June. In addition to his activities in this organization Mr. Davies is a member of the Advertising Club, the Drug and Chemical Square Club of New York and the Ohio Society. He is also an active Mason. He is very well known in the metropolitan territory and invariably is invited to sing his popular Scotch songs at the Liggett conventions in New York City. He will also be remembered by the employees of Saks & Co. and



WALTER T. HATHAWAY



EVAN DAVIES

of Gimbel Brothers, New York, for his timely appearance on Armistice Day when he awakened such enthusiasm by singing patriotic songs that the crowds present lost all interest in everything else and it was deemed advisable by the management of both stores to close for the day.

It may be added that Mr. Davies was most cordially welcomed to his new position where his genial personality has already won for him many friends in the organization and in the trade. Incidentally, Mr. Davies, whose voice has been heard over the radio from station WAHG as far as Australia, is to continue his broadcasting.

Among the far-sighted business men who anticipated the remarkable developments that have been taking place in Florida, and who have profited substantially by their foresight, is Warren E. Burns, until recently treasurer and director of Morana Incorporated, New York City. A number of years ago Mr. Burns bought considerable undeveloped river-front acreage at New Port Richey, in the famous West coast resort section of Florida. The section in which Mr. Burns is interested has grown so rapidly that in order to devote his entire time to his interests there, he has disposed of his entire interests in Morana Incorporated. While his former associates regret the severance of their relations with him, they are, at the same time, gratified at the opportunity that has enabled them to increase still further their holdings in Morana through the acquisition of the interest of Mr. Burns as well as that of James H. Becker, who was, until recently the second vice president and a director.

A suit against V. Vivaudou, Inc., of New York City, to recover upwards of \$400,000 alleged damages, has been instituted by Dr. Humbert Bizzoni, a chemist and head of the Bizzoni Process Company. The plaintiff claims that he signed a five year contract with the Vivaudou concern for the manufacture and delivery of *creams and toilet preparations*. For one year goods were delivered and accepted by the Vivaudou concern, Dr. Bizzoni declares. About this time he asserts, control in the Vivaudou business passed to the Schulte Cigar Stores Corporation. The latter organization cancelled the contract.

Dr. Bizzoni, through his attorney, former Judge Nash Rockwood, alleges that he spent a large sum of money in erecting a factory at Flushing, L. I., and purchased expensive machinery and raw materials. No reason, he claims, was given for the breaking of the contract. The contract provided for the purchase of approximately \$84,000 worth of goods each year by the defendant.

Active steps to put a stop to the practice of bootlegging in fine perfumes have been taken by the Perfumery Importers' Association through its attorneys, Mock & Blum, of New York City.

Two men, Edward Lee, who served a sentence of three months in New York state for bootlegging in perfumes, and Arthur Karpel, his associate, who was never apprehended, were arrested recently in Milwaukee for the same offense.

It appeared that the men purchased empty bottles which had contained fine perfumes of well-known perfumers. These they filled with cheaply-colored material, that looked like the genuine perfume, put the stoppers in the bottles and then put a drop of silicate of soda on the stopper which sealed it in so that the bottle would probably be broken in trying to remove it. On top of the silicate of soda they

put a drop of the genuine perfume which happened to be indicated on the label. The bottles of the genuine perfumes such as they offered sell from \$20 to \$25 each. The men represented to women to whom they sold the fake perfume in a house-to-house canvass that the perfume they offered was the genuine which they had purchased at a bankrupt sale. Sales were made usually for \$3 to \$4 per bottle although one woman paid \$24. The perfumers whose bottles were filled in this way and palmed off as genuine were Coty, Houbigant, Piver, Hudnut and Solon Palmer.

The men were held in \$250 bail each and the association dispatched an attorney from New York to prosecute them, but they forfeited their bail and of course escaped punishment.

In line with his policy of expansion, P. R. Dreyer, New York City, representative for Bertrand Frères, natural floral products, Grasse, France, and Constantin Mintcheff & Ketchedjief, otto of rose distillers, Kazanlik, Bulgaria, announces the appointment of Fred C. Theile as general sales manager. Mr. Theile is well known in the trade with which he has been connected for the last twenty years, first with the National Aniline & Chemical Co. and later with the American Aniline Co. and the Charles V. Sparhawk Corporation, of which he was vice-president.

Mr. Theile has specialized in the manufacture and sale of essential oils and perfumery materials and brings to his new task a fund of valuable information. Mr. Dreyer will leave early next month on a trip through the Middle West.

Stanley Manufacturing Co., Dayton, Ohio, presents in its attractive insert between advertising pages 76 and 77 three examples of its new creations in artistic metal seals to which it called attention in its November announcement. On their reverse side of the insert territorial representatives with their addresses are listed.

Albert Mills, president of the American Products Co., Cincinnati, Ohio, was a recent visitor in New York City, where he called on the trade and paid a visit to the Editor. Mr. Mills was much gratified at the outlook for business throughout the entire country in the coming year.

E. J. Mills, vice-president of the company also was a recent visitor to the metropolis.

André Goutal & Co., distributors of Les Parfumes Nice Flore, with headquarters in Boston, have moved their New York City branch to 55 West 16th street.

A. H. Moore, sales manager of the Bridgeport Metal Goods Manufacturing Co., Bridgeport, Conn., has returned from a three weeks' trip through the Middle West where he reports that business was exceptionally good.

Mrs. Ralph H. Auch will talk on "Hints on Cooking and My Best Recipes," Station WLW, Cincinnati, every Wednesday at 3:30 P. M.

Mrs. Auch is the wife of the general manager of The Edral Co., makers of Pymacide tooth paste and other toilet preparations, Cincinnati.

Antoine Chiris Co., 147 Waverly Place, A. G. Machetto, secretary, has been elected to membership in the New York Merchants' Exchange.

Elias A. Johnson, who has been in charge of Monsanto's New York office for the last two years, went to the main office in St. Louis on December 7 to take charge of the general sales of intermediates, heavy chemicals and acids. Previously to joining Monsanto Mr. Johnson was for four years with the National Aniline & Chemical Co. He was elected president of the Salesmen's Association of the American Chemical Industry for 1925-26 but on moving westward tendered his resignation.

Victor E. Williams, who has been assistant manager in New York for the last year succeeds him.

A recent event of great interest in the lithographic world is the purchase by the Strobridge Lithographing Co., of Cincinnati, of the entire capital stock and assets of the Henderson Lithographing Co., of the same city. Thus, in a business sense, two of the largest lithographing concerns in this country are merged into one, although carrying on business just as if there had been no change in ownership. Each of the two concerns retains its own name, and corporate existence.

Both companies have the same executive officers. They are Nelson W. Strobridge, president; W. H. Merten, vice-president and treasurer and W. M. Strobridge, secretary. In the future all of the poster designing and printing will be done in the plant of the Strobridge Lithographing Co., which is on Central Parkway, near Race street, and which will confine itself to this one class of work. All of this is done on direct rotaries, from zinc plates, prepared in the usual way.



W. H. MERTEN

Heretofore, the Strobridge plant also did offset printing by the Huebner-Bleistein process, but all of this equipment has been transferred to the plant of the Henderson Lithographing Co., which is located in Norwood, a suburb of Cincinnati. The latter concern will confine itself to offset printing, continuing to produce its line of greeting cards, calendars, etc., which are sold all over the world and also doing a general line of work for the perfume and allied industries. While this plant formerly had a large capacity, this has been greatly increased by the addition of the Strobridge offset equipment. Naturally, this arrangement makes possible greater efficiency in both plants, as each concern is now highly specialized and confines itself to one class of work.

Wangler-Budd Co., New York City, announces the appointment of William A. Susanka, 143 West Kinzie street, Chicago, Ill., as its exclusive agent for Chicago and adjacent territorial beginning January 1, 1926. Mr. Susanka also will represent through Wangler-Budd Co., Polak & Schwarz Ltd., Zaandam, Holland and Sociedad Anonima La Zagara, Reggio-Calabria, Italy. Mr. Susanka is a special representative for other territories for the Wangler-Budd Co. and with the termination of their former Chicago representation, the Chicago territory also has been assigned to him.

Killeen is in Bell County, Texas. Not Mr. E. V. Killeen, but an enterprising and prosperous town bearing the name of the popular New York essential oil man.

E. H. Coupey, senior partner in the essential oil house of Coupey Fils & Déhais, Paris, France, who came here last February to establish direct connections with the United States trade, has decided to reside in New York permanently, his Paris house being operated by his partner. He is understood to be closely connected in this country with the firm of Victor & Hosken.

Mr. Coupey lived for some years among the distillers in France, Spain and Algeria, which gave him an experience of value in connection with the handling of oils shipped directly by actual producers.

Mr. Coupey is sole agent in this country for Diego Navarro, of Caravaca, Spain (Spanish oils); Joseph Bitoun & Fils, Boufarik, Algeria (African geranium); S. F. de Pasquale & Frat., Messina (Italian oils); and for various shippers of bois de rose, Bourbon geranium and French lavender.

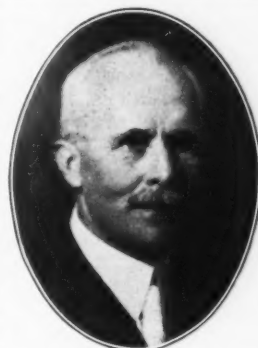


E. H. COUPEY

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

Louis McDavit, manager of the Laundry Sales Department of Colgate & Co., Jersey City, N. J., has just been elected treasurer of the American Grocery Specialties Association in recognition of his services in the Soap Section of that organization for many years.

Mr. McDavit is one of the veterans of Colgate & Co., having received his badge for thirty years of continuous service in October, 1925. He resides in Orange, N. J., and is much interested in motoring, tennis, golf and bowling. He finds his chief pleasure, however, in promoting the sales of laundry soap and at the convention of the Laundry Sales Department held December 15, 16 and 17 in the convention hall of the Colgate Building and also at the banquet at the Hotel Pennsylvania on the evening of December 15 he displayed his executive ability to a marked extent, greeting visiting members of the staff, arranging meetings, participating in discussions, and otherwise promoting good fellowship among the men in his department.



LOUIS MCDAVIT

What's in a name? "Vi-Vi" has just been registered as a trade mark in the Canadian Patent Office by a Montreal brewery for a yeast extract.

Warren E. Burns, whose retirement from the essential oil industry is announced in another column, has formed the Jasmin Point Estates Corporation of New Port Richey, Fla., to market a sub-division owned by him and adjoining his estate on the Pithlachascotee River. Mr. Burns' winter estate is one of the most beautiful on the West Coast, and has long been the show place of his vicinity.

Associated with Mr. Burns, who is president, are: J. H. Becker, treasurer, a retired manufacturer and formerly a director of Morana, Inc.; W. J. Wells, vice-president, who is general manager of R. H. Macy & Co., New York; Arthur F. Townsend, secretary, who is president of the Manhattan Rubber Co., Passaic, N. J.; O. J. Cathcart, director, who is head of Lazell, Newburgh, N. Y. Among others in the company as stockholders are: W. H. Loveland, Binghamton, N. Y., R. H. Cathcart and W. L. Smith, Newburgh, N. Y.

Mr. Burns and Mr. Becker will spend the winter in New Port Richey, to give active and personal attention to the interests in that vicinity.

In addition to the real estate activities, Mr. Burns is the owner of the Gulf Utilities Co., which supplies light, power and ice in the western part of Pasco County, including the towns of Elfers, New Port Richey and Port Richey, as well as part of Tarpon Springs. The latter town is the center of the sponge fishing industry on the West Coast, and is about 45 miles north of St. Petersburg.

Burton T. Bush, Inc., are moving their sales offices to a commodious floor at 101 Fifth avenue, New York City, where they will be fully installed by the first of the year. They will occupy the third floor of the building, about 6,000 sq. ft., and will be glad to welcome all of their friends in the new quarters after the New Year. The telephone will be Stuyvesant 8557-8-9.

Friends of Sewall H. Corkran, eastern representative for A. H. Wirz Inc., Chester, Pa., and Wm. Buedingen & Son, Rochester, N. Y., will be glad to learn that he is improving from a very severe attack of typhoid fever which confines him to the Hubbard Hospital, Stamford, Conn. A happy event occurred at the hospital December 15 when a daughter was born to Mr. and Mrs. Corkran.

Mr. and Mrs. Theodore C. Wheaton, Jr., announce the arrival of Edward Chew Wheaton on November 21. Mr. Wheaton is a son of Dr. T. C. Wheaton, president of the T. C. Wheaton Co., Millville, N. J., and is associated with the company in the sales department.

Burt's Box Bulletin for November contains an interesting illustrated article on "My Impressions of Europe" written by William D. Cass, adopted son of Miss Mary R. Cass, general manager of the F. N. Burt Co., Ltd., fancy box manufacturers, Buffalo, N. Y. Young Mr. Cass accompanied his foster parent last summer on a business tour of Europe, which included England, France and Italy, during which he used his eyes to good advantage with the result that his narrative is full of interesting observations that would do credit to an older and more experienced traveler. The attractions of Paris, Rome, Naples and other cities of the continent are given suitable mention, while the journey itself is described much as a veteran might do it. The article certainly made a great hit with those of Miss Cass's numerous friends who have had the privilege of perusing it.

L. R. Reich, president of Reich-Ash Corporation, New York City, has apportioned bonus checks for all employees who have been in the service of the company one year or longer; and it is planned to make the distribution at a "family reunion," as meetings of the entire staff are called, December 24. The company has had an unusually successful year, and according to Sidney Ash, business has been better in the last few months than at any similar period in the last 18 years. Accordingly all employees are elated at the prospect of the forthcoming melon cutting for them.

Incidentally L. R. Reich and Mr. Ash, who recently closed a contract for the purchase of \$64,000 worth of property in Long Beach on behalf of the Long Beach Investment Corporation of which they are the chief owners, tendered to the officials of Long Beach a banquet at which Capt. John Sweeney was presented with a gold watch.

Miss Lydia Pinkham Gove, of Salem, Mass., present owner of the Lydia Pinkham Co. of Lynn, and granddaughter of the late Lydia Pinkham, who founded the company, appeared before the state board of tax appeal, November 19, and appealed the decision of Henry F. Long, state commissioner of corporations and taxation, which valued the capital stock of her company at \$4,270,000.

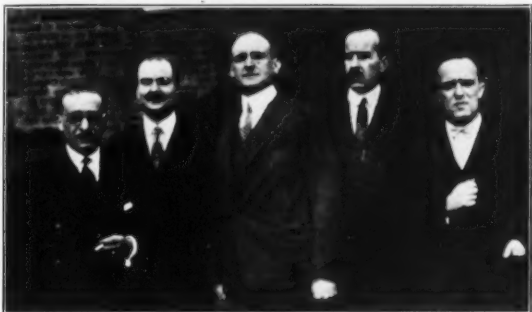
A. J. Aldridge, counsel for Miss Gove, contended that the tax laws authorizing the commissioner of taxes to take into account the property owned by the company outside of the state are unconstitutional, and if it were not for this section of the law the property value of the Pinkham company would not have been within \$1,000,000 of its present figure.

John F. Queeny, chairman of the Board of Monsanto Chemical Works, has been re-elected as the representative from St. Louis to the Board of Directors of the Mississippi Valley Association. This organization has for its purpose the improvement of American inland waterways system. At a meeting held in November in St. Louis, it was decided to request President Coolidge and every national representative and senator in the twenty-six states between the Allegheny and Rocky Mountains to use their best efforts to have Congress pass a law at its present session unequivocally providing for completion within five years of all the inland waterways projects so far approved.

George K. Morrow, president of the Gold Dust Corporation, in commenting on the acquisition of the F. F. Dalley Corporation, reported in our November issue, declares that economies of at least \$700,000 a year will be effected by consolidating the business of the Dalley Corporation with that of Gold Dust Corporation. Extensive economies will be made in production, distribution and administration which will enable the combined corporation to make net earnings estimated at about \$1,700,000 a year. Said Mr. Morrow: "A saving of \$400,000 annually will be effected in the sales department alone. The outlook for both the shoe polish and soap industries is better than it has been for many years. Expenditures for advertising and sales of the combined Gold Dust and Dalley businesses now amounts to \$7,000 a day."

Coty, Inc., New York, reports for the quarter ended September 30, 1925, net income of \$672,422 after depreciation and federal taxes, equivalent to \$2.17 a share earned on 309,300 outstanding shares of no par stock.

Sales representatives of Polak's Frutal Works, Inc., in the metropolitan and midwestern territories, gathered at the New York office of the company, December 12, to bid bon voyage to Dr. Eugene Friedman, the midwestern repre-



LEFT TO RIGHT: DR. EUGENE FRIEDMAN, HERMAN WESSELS, C. F. WENNEN, R. F. SMITH, J. TERVEER

sentative of the company who sailed on the *Columbus*, December 13, for a two months' trip abroad.

The accompanying photograph was taken by the Editor at the New York offices of the company, and the gentlemen shown in the photograph, from left to right, are: Dr. Eugene Friedman, Herman Wessels, treasurer; C. F. Wennen, R. F. Smith and J. Terveer.

The accompanying photograph shows Michael B. Zimmer, of the Chicago branch of Fritzsche Brothers, Inc., who has been enjoying a tour of the principal places of interest in France, Germany, Switzerland and Italy in company with his daughters, his son, the Rev. Bernard Zimmer and Mrs.



LEFT TO RIGHT: MISS MARIAN ZIMMER, M. B. ZIMMER, REV. BERNARD ZIMMER, MRS. B. F. ZIMMER AND MISS VIRGINIA ZIMMER

B. F. Zimmer, resting in front of the Sphinx and the great pyramid of Cheops. This trip to the cradle of civilization was not included in the itinerary when the trip was first planned; but needless to say it was much enjoyed. In the photograph Miss Marian Zimmer is shown on a camel to the left and Miss Virginia Zimmer to the right in the background while the Rev. Bernard Zimmer is mounted between them. The gentleman in the foreground, comfortably rest-

ing on an ancient ship of the desert is Michael B. Zimmer and Mrs. B. F. Zimmer may be seen on the camel on his right. Our readers are invited to guess what brand of cigarettes enjoys the most popularity with the party.

Herman Wessels, treasurer of Polak's Frutal Works, Inc., New York City, is planning to sail on the *Homer*, January 2, for his annual visit to Polak's Frutal Works, Amersfoort, Holland.

B. J. Gogarty has assumed his new position as sales manager for J. L. Hopkins & Co., New York City. He has been engaged in the chemical and crude drug industry for many years and was formerly connected with J. L. Hopkins & Co.

C. R. Meltor, president of Pierre Lemoine Inc., New York City, returned on the *Berlin*, November 18 from a ten weeks' business trip to Germany, Switzerland and France. In addition to spending considerable time with his principals, Cavallier Frères, Grasse, France, he also visited many houses in Switzerland and Germany and an interesting announcement is expected in the near future.

In Grasse, Mr. Meltor was the guest of M. Saisse, proprietor of Cavallier Frères, one of the oldest manufacturers of natural flower oils in France, and had an excellent opportunity to see at first hand the work that this house is now doing. He was especially interested in the acreage the firm has under cultivation, especially lavender, which is distilled in the hills. The lavender crop, he reports, is slightly below that of last year, but labor conditions have been fair, so that prices are likely to be only slightly higher. The jasmin crop, he reports, is better than it was a year ago and therefore lower prices may be looked for. The latter part of the crop was caught in the heavy rainstorms and as a result he states the blossoms are darker in color and so could not be used very well for pomades.

Cavallier Frères have laid out a plan for extending their entire plantations considerably in the next ten years. Extensive cultivation of violets and tuberose are planned for next year.

With reference to business conditions abroad, Mr. Meltor found marked improvement in Germany, although the money shortage is a serious factor. While in Dresden, he visited friends he had not seen for over 15 years and who naturally were able to acquaint him with basic conditions at first hand. Conditions in Switzerland are normal, but in France he was impressed with the feeling of uncertainty which he said was manifested in many ways on account of the high cost of living.

Charles H. Oestreich, vice-president of Carlova, Inc., perfumers and chemists, New York and Binghamton, announces that the interest which has held the majority of the stock of the corporation on November 23 bought the holdings of the minority interest, paying cash at par.



C. R. MELTOR

Fred W. Fitch, of the F. W. Fitch Co., Des Moines, Iowa, in the *Square Deal* declares that the barbers and beauty shop operators are irresistibly merging into one profession. So he has coined a new title to cover the entire family, including also chirotonors, hairdressers and tonsorial artists. Mr. Fitch says in part:

"I have arrived at this name by the simple process of asking myself what there is in common between the barbers and beauty operators. The answer is that they both treat the skin. This gives us the name. The Latin root of the word for skin is 'derma.' Therefore, those who treat the skin are Derma-ticians.

"Dermatians is the word I offer the barbers and beauty operators of America to unite them in a single profession. This word points the way to greater things. It opens the dawn of a new era. It leads the barbers out of the wilderness of shaving and hair cutting and enables them to become true doctors of their profession—dermatians, doctors of dermatology."

Officers of the morality squad in Ottawa recently raided a "perfume factory" at 114 Victoria street, Hull, and seized several thousand bottles of "bay rum," "shaving lotion," "toilet water" and "shampoo." As a result Ernest Dupuis and his wife Madeline were charged with obtaining money by false pretences. Dupuis pleaded guilty.

Police first got on the trail of the "perfume fraud" when a St. Patrick street resident brought to court four bottles, for which he had paid \$1.50. The "shaving lotion," upon analysis, proved to be common soap and water mixed and colored. The "bay rum" was cold tea. The "shampoo" was another mixture of soap and water colored differently, and the "toilet water" was just water colored with a few grains of permanganate of potash. All the bottles had fancy labels, bearing the name of "Le Fleurir, Paris and New York."

Inspector McLaughlin found that the bottles are the same as those used by the Quebec Liquor Commission in which are sold small quantities of brandy and whiskey. Mrs. Dupuis would take four or five samples, containing shampoos, toilet waters, bay rum and shaving creams of good quality and solicit orders at 50 cents per bottle or four bottles for \$1.50. Then her husband would deliver the fake goods the following day. Dupuis had just started out on his morning round of deliveries, with two large suitcases full of the bottles of stuff, when he was arrested.

Mathieson Alkali Works, New York, has established a new district sales office at Fairmount, W. Va., in charge of W. C. McAdoo as district sales manager. The Fairmount branch will take care of the territory which includes West Virginia, southwestern Pennsylvania, and cities on the Ohio side of the Ohio River. This territory was formerly handled from Philadelphia. Warehouse stocks will be carried at Fairmount.

Harry L. Bliss has resumed his former connection as treasurer and sales manager with the Bliss Laboratories, Inc., 106 7th avenue, New York City.

Frederick H. Young Co., Toledo, Ohio, manufacturer of cosmetics, has appointed C. C. Winningham, Detroit advertising agency, to direct its advertising account. Both newspapers and magazines will be used.

Colgate & Co. have decided to continue the issue of investment bonds to their employees in view of the popularity of the 1925 series, to which 1,130 employees subscribed an aggregate of \$750,000. The announcement for the 1926 series of Colgate Employee Investment Bonds makes only a few changes from the 1925 plan. Interest at the rate of 7 per cent will be paid semi-annually, instead of quarterly. Also every employee will be entitled to subscribe to at least \$500, regardless of salary or wages, and may subscribe for a larger amount up to one-quarter of his or her annual pay. The bonds will run for five years from January 1, 1926. There are two classes of subscription, one being single payment and the other on the installment plan.

Harold Olcott Sloan, president of Gómez & Sloan, Inc., New York City, sends holiday greetings from the firm's branch in Marseilles, France, where he is spending the Winter "hunting the elusive vanilla bean."

C. A. McLarty, for more than six years associated with T. E. O'Reilly, Ltd., Toronto, has gone into business on his own account, having been appointed agent for the Province of Ontario for the Dow Chemical Co., of Midland, Mich. He is located at 434 Wellington street, West, Toronto. Telephone: Adelaide 0003. Mr. McLarty has the expectations of receiving the agencies of several other excellent accounts. He has friends in New York City who will wish him success in his new alliance.

Kenneth Warden has resigned as advertising manager of the Lever Bros. Co., Cambridge, Mass., to become general manager of the soap department of Armour & Co., Chicago. Mr. Warden joined the Lever Company about four years ago as associate advertising manager. He had previously been with the George L. Dyer Co. in New York.

George Stadtlander, vice-president of the Jones Bros. Tea Co. of Brooklyn, has resigned. No reasons for the separation are given, nor are Mr. Stadtlander's future plans disclosed.

Mr. Stadtlander is one of the most interesting chain store men of the country. A dozen years ago he owned and operated a single small grocery in Ninth avenue, New York city, was active in retail grocers' associations and served as president of the Manhattan Retail Grocers' Association. Then he conceived the idea of branching out and did so conservatively, in a few years developing a chain of 122 "Progressive" stores. A couple of years ago he surprised his friends by selling the whole chain to the Jones Bros. Tea Co. of Brooklyn and becoming vice-president of that corporation.

The Jones Bros. Tea Co., for the nine months ended September 26, 1925, reports net profit of \$54,565 after all charges and expenses. This was equal to \$1.45 a share earned on the \$3,760,000 7 per cent preferred stock, against \$149,793, equal to \$3.98 a share. For the September quarter the company's net profits were \$1,422, equal to 3 cents a share, on the preferred, against 9 cents in the same period in 1924.

The Weichsel Co., one of the largest and oldest barbers' supply dealers in the South West, recently suffered from a fire which made almost a total loss of the contents of their establishment at 1105 Jackson street, Dallas, Texas. Work of rebuilding began at once.

The S. S. Pierce Co., which occupies in Boston, with relation to trade, the position held by Park & Tilford in New York, has decided to locate its wholesale departments in its new home at 133 Brookline avenue, Boston. This is one of the most up-to-date buildings in Boston. The building is six stories high and each floor contains over an acre of space. There is a spur track leading to the back of the building, where cars can be unloaded and material placed in the building on a small run. There is a siding where sixty trucks can be loaded at one time. A new garage has been built on the premises that will house 250 trucks.

The drug and perfume department that is ably managed by A. L. Fletcher and his assistants, Mr. Hulme, who is a registered drug-gist, L. B. Wetmore and Miss B. L. Blair, will be located on the front of the first floor. This office will be used as display room and headquarters for the wholesale trade. The third floor will be used as the stock room, where a very extensive line is stored. The second floor will be the assembly department, where all orders will be filled and conveyed to the shipping department by means of a belt system. Everything possible has been installed to give efficient service in the expediting of orders. The drug and perfume department will have about 75 employees. The laboratory will also be located in this building, where products that go out under the firm's own label will be manufactured. This laboratory will be greatly increased and production will be much larger.

Mr. Fletcher is now at his old address, 69 Tremont street, but hopes to be permanently located in his new headquarters about January 1. The retail department will remain at 69 Tremont street. Mr. Fletcher affirms that his department did over a million dollars of the perfume business in 1924.

There will be about 1,500 employees in this building. A large rest room and cafeteria have been installed, adding greatly to the convenience of the employees.

The Sanford-Beal Extract Co., of Newark, N. Y., has purchased the James S. Horton Co., and will operate both concerns under the same names as heretofore. The first named company was organized in 1915 by Harold and Clifford Sanford and manufactures a line of tube flavors, toilet preparations and barbers' supplies.

Ramon Guerlain, of the French perfume family of that name, spent a fortnight recently in New York visiting Park & Tilford, American agents for Guerlain products.

Blue Seal Supply Co., of Portland street, Boston, has bought a three-story and basement building, with frontage at 233 to 265 Massachusetts avenue, Cambridge, formerly occupied by the American Radio Co., which has moved into a larger building. The assessed valuation of the property is \$54,700, of which the building lists at \$40,000.

George R. Tompkins, manager of the New York branch of Park, Davis & Co., of Detroit, on December 7 was guest of honor at a luncheon tendered by his associates in recognition of the completion by him of 40 years of service with the branch. Mr. Tompkins started with the firm as a messenger when 14 years old and won promotion step by step, becoming New York manager in 1921.

The duPont de Nemours Co., of Wilmington, Del., has sent to employees and announcement of its stock invest-

ment plan under which employees may start the accumulation of income-producing securities by subscribing for the 6 per cent cumulative debenture stock on advantageous terms. The stock is offered at \$98 a share and will pay, in addition to the regular dividend, \$3 a share for five

years if the holder remains in the employ of the company during that period. It can be purchased on a monthly payment plan, or in full, in the proportion of 20 per cent of the employee's yearly salary or wage, but no more than ten shares can be purchased by any one employee.

Henry Cohen, who has been associated with the firm of J. Manheimer, New York City, since 1894, acting as general manager and confidential man for the last twenty-one years, resigned his position on December 3. Everybody in the trade knows "Henry," as he has been making regular business trips covering New York, Canada and the Middle West for many years.

He intends starting in business for himself the first of the year and is at present making his headquarters with his brother at 86 Bowery, New York City. Telephone: Franklin 0500.

Martin A. Maher has joined the sales staff of the Marinello Co., New York City. Mr. Maher recently resigned as Deputy Commissioner of Public Safety of Yonkers, the occasion being marked by his appointment to honorary membership in the Yonkers Police Association and the presentation to him by the men of the Police Bureau of a badge of membership.

Joseph Ash, sales representative of the Reich-Ash Corporation, New York City has returned from a nine weeks' business trip through the southern part of Canada, the Mid-West and Eastern parts of the United States and Cuba. He is filled with optimism on the business outlook for 1926. "Everywhere," he said, "business is booming."

W. W. Wrigley, president of the Wrigley Pharmaceutical Co., of Atlantic City, announces that it has been incorporated in Delaware to manufacture pharmaceutical preparations, chiefly spearmint tooth paste. It is running an advertising campaign in Philadelphia and Hartford newspapers.



NEW BUILDING OF S. S. PIERCE CO., BOSTON, MASS.

The St. Louis *Globe-Democrat* of November 21 prints the following item about T. M. Sayman, which will be read with interest by his acquaintances in the soap and toilet preparation industries:

"Dr. Thomas M. Sayman, president of the T. M. Sayman Products Co., 2117 Franklin Avenue, who forfeited his bond of \$500 Thursday when he failed to appear before Circuit Judge McElhinney at Clayton to answer a charge of exhibiting a deadly weapon, appeared yesterday and the trial was set for January 11. The bond was increased to \$1,000 by Judge McElhinney, A. E. L. Gardner, attorney, signing as security.

"'You needn't worry about increasing the bond; the whole thing does not amount to anything, anyway,' Dr. Sayman remarked when the Judge fixed the higher bond.

"'We'll let the jury decide that,' was Judge McElhinney's response.

"Dr. Sayman was indicted a year ago, the indictment charging him with making an unfriendly display of a deadly weapon on September 16, 1924, at the home of Anton Meyer. The circumstances which provoked this act were not described in the indictment."

Mr. Sayman has the faculty of occasionally surprising his friends by doing something novel, or out of the ordinary, although he never intends it that way. For instance in the *Globe-Democrat* of April 16, 1915, when he went to Chicago to marry his secretary, it was stated that he was 50 and the bride 32, although the *Chicago Examiner* gave his age as 60. Unkind persons suspected an elopement, but Mr. Sayman met the situation with the remark:

"How could a man of my age elope with a woman of her age? I am no spring chicken. I have cut my eye teeth. My first wife died nineteen years ago."

George V. Gross Co., 30 Old Slip, New York City, calls attention in its announcement on advertising page 115 to the essential oils, floral waters and other products of Societa' Italo-Francese, Vallecrosia, Italy, for whom it has been appointed American agent. Mr. Gross's company is also importing terpineol and terpinyl acetate. The company was established in 1907 by George V. Gross, who is the active head of the concern.

George K. Diller, eastern representative of the Wheeling Stamping Co., Wheeling, W. Va., has returned to New York City from an extended trip through the Middle West and New England.

H. C. King has been placed in charge of the sales force for the metropolitan district by A. A. Vantine & Co., of New York, with special reference to incense and oriental perfumes. Mr. King formerly was sales manager in this territory for the Chatham Knit Wear Co.

Dr. F. A. Marsek of Kolmar Laboratories, Milwaukee, Wisc., has been calling on the trade in New York and New England. He has appointed Bristol-Smith Inc., New York City, eastern representative.

George Simon, of Norvell Chemical Co., has been elected vice-president and treasurer of Heyden Chemical Corp., of which B. R. Armour is president. The Heyden company will use patents, trade marks and processes of Chemische Fabrik von Heyden, Germany.

Following the death of Thomas P. Morrow, founder of the Morrow Extract Corporation, New York City, George C. Morrow has been elected president. Harry C. Hirsch has purchased part of the stock held by the Morrow estate and has been made vice-president and sales manager. Mr. Hirsch was formerly vice-president and sales manager of the Virginia Dare Extract Company. Wesley H. Morrow is factory manager. The business was established in 1913 and has grown steadily. It occupies a spacious factory at 6 Varick street, which is equipped with modern machinery. Morrow flavoring extracts are stocked by numerous chain store systems, including Daniel Reeves, Atlantic & Pacific Tea Co., Federal Food Stores and others that are equally well-known.

Rossville Co., Lawrenceburg, Ind., reproduces in its beautiful insert between advertising pages 56 and 57 a miniature of the picture which appears in its 1926 calendar which it is sending to the trade. The calendar, of course, is much larger and the picture is tipped on an artistic black background. Under the picture the calendar pad is placed.

Simon Kahn, president of the S. S. Kahn Co., Inc., Ardmore, Okla., has been visiting the trade in New York City. Mr. Kahn reports that his company is now manufacturing toilet preparations which it sells to chain stores west of the Mississippi.

French Cosmetic Manufacturing Co., New Rochelle, N. Y., publishes between advertising pages 84 and 85 an attractive calendar for 1926. The obverse side contains a drawing of an old English stage coach below which the calendar for twelve months is printed and on the reverse side attention is called to the specialties which the company offers.

The Glascote Co., manufacturer of glass lined storage and mixing tanks, Euclid, Ohio, has opened its new Southwestern office at 4030 Chouteau avenue, St. Louis. Alan K. Gillespie, formerly sales manager of the Blanke Manufacturing & Supply Co., and Fred B. Morris, formerly Southwestern factory representative of the Pfaudler Co., have been appointed factory representatives of the Glascote Co., with headquarters at the St. Louis branch.

Walter Ross, president of La Lete, parfumeurs, New York, sailed December 5 on the *Paris* on a trip which will include sojourns in France and other countries.

One man was killed and several severely burned in an explosion and fire recently at the Procter & Gamble soap plant at Cincinnati, Ohio. Trouble in the oil circulation system caused the explosion and blaze, company officials said.

Boyer Chemical Laboratory Co., Inc., has moved into its new building, 2700 Wabash avenue, Chicago. Windows on the four sides supply daylight on all floors. The area of the building is 91,000 square feet. The new telephone connection is Michigan 1060.

Spencer Perfume Co., South Bend, Ind., has increased its capital stock from \$250,000 to \$300,000, the new issue being \$50,000 of preferred stock.

Carl Weeks, president of the Armand Co., Des Moines, Iowa, returned with Mrs. Weeks, December 9, on the *Homeric* from a two months' trip abroad. Immediately on their arrival Mr. and Mrs. Weeks left for California on account of the illness of Mr. Week's mother. While abroad they visited Paris and also Salisbury, England, to inspect work for their new home.

William Mennen, president of the Mennen Co., Newark, N. J., has just returned from an extensive trip through Mexico and Cuba. Although he was only away since the middle of October, he covered considerable territory and visited the important cities of both countries.

Ed Pinaud's, New York perfume and toilet articles, has placed its advertising account with J. Walter Thompson Co., Inc., New York.

Charles H. Waterbury has resigned as secretary of the National Wholesale Druggists' Association, a position which has brought him in frequent contact with the allied trades, to go into commercial life.

Mr. Waterbury was graduated from Columbia University in 1912, after which he was connected with the Lockwood Trade Journal Co., the *Spectator* and the *American Stationer*. He gave up trade paper work in 1918 to become assistant secretary of the National Wholesale Druggists' Association under Francis E. Holliday, and succeeded Mr. Holliday as secretary three years later when the latter was made general representative.

Mr. Waterbury is a member of the executive committee and vice-president of the Trade Association Executives. By reason of special study he is thoroughly familiar with distribution in the wholesale drug trade which will be of service to him in his new position with the Lehn & Fink Products Co., where he will be in charge of wholesale sales. He assumes his new duties January 1.

As a mark of appreciation for faithful service, McCormick & Co., Inc., importers and manufacturers of Baltimore, have distributed a salary bonus amounting altogether to \$50,000 to all their employees who have been with the company two and a half years or more, the amount depending in each case upon the length of service of the employee.

All employees participating in this salary bonus have arranged to purchase common stock of the company. While many employees already own stock, this bonus permits a large proportion of the workers in the plant to purchase stock and thus become financially interested in the business.

W. F. Kelly, who has been connected with various perfumery houses, will represent Roger & Gallet in the Middle West territory after January 1.

Gilbert Colgate, Jr., of Colgate & Co., has made application recently for membership in the New York Produce Exchange.

D'Arly, 3323 Michigan avenue, Chicago, Ill., will begin in our next issue a series of announcements especially calling attention to its line of rouge and powder compacts, lipsticks, eyebrow pencils, paste rouge, and other cosmetics which it is offering to the manufacturing trade.

The active head of the company is A Seidel, whose countenance is shown in the accompanying illustration. Mr. Seidel has been engaged in the business for a number of years and under his direction the trade of the D'Arly company has shown such encouraging progress that two men are now traveling for it in the Far East.



A. SEIDEL

Once more we have received our annual subscription payment visit from Genial Jim McKnight, who dropped into the metropolis to renew old friendships while on a furlough from his tours for George Lueders & Co., of New York City. Genial Jim is always a welcome caller and keeps perennially youthful and good-natured despite his long service in the Middle West and some of the Eastern States.

Ferdinand A. Weimann, of Weimann Bros. Manufacturing Co., Derby, Conn., sailed on the *Albert Ballin*, November 26 for a two months' business and pleasure trip abroad.

His first stop will be in London where he will supervise the installation of a Weimann collapsible tube filling machine for a large toilet preparation house.

After this he will visit relatives in Germany, and look over the field for the sale of American made machinery in Europe.

Following his visit to the Continent Mr. Weimann expects to go to Australia on a business trip to introduce Weimann machines in that part of the world.

Herewith is a snapshot of Mr. Weimann taken on the steamship pier on Thanksgiving Day prior to his departure.



FERDINAND A. WEIMANN

Among the numerous attractive exhibits at the fifteenth annual convention of the National Coffee Roasters' Association, held at the Statler Hotel, St. Louis, last month were the displays of the following companies:

American Can Co., New York; Dennison Mfg. Co., Framingham, Mass.; Passaic Metal Ware Co., Passaic, N. J.



C. H. WATERBURY

CHICAGO

(Continued from page 575)

T. W. Ritchie, of W. C. Ritchie & Co., manufacturers of paper boxes for toilet preparations, Chicago, is the general convention chairman for the meeting of the western Division of the National Paper Box Manufacturers' Association to be held in that city January 27 to 29. The sessions will be held at the Sherman House. Mr. Ritchie also is chairman ex-officio of all committees.

The many friends of Charles A. Rindell, head of the Chicago company which bears his name, will be glad to learn that his son, Jack, who recently underwent an operation is now doing very well. Throughout the entire ordeal in the hospital he retained his characteristic good humor which was a source of encouragement not only to his parents but also to the doctors and nurses.

C. W. Jennings, of the Jennings Manufacturing Co., Grand Rapids, Mich., was in Chicago recently looking over the possibilities of the market.

H. D. Banta, of the Iowa Soap Co., Burlington, Iowa, was a Chicago visitor early in the month. It is reported that he negotiated for machinery with which to increase the productive capacity of his company's plant. Also that he was interested as a buyer in several descriptions of soap material.

People in the trade are extending congratulations to H. J. Halverson, Jr., of James S. Kirk & Co., on the arrival of a fine little girl at his home on December 1. The youngster weighed 7 lbs. 2 ozs. at birth and both mother and baby are doing well. Now there is a little Fairy in the Halverson home.

The Peerless Flavor Products Company has been organized and will open a factory at 33 West Kinzie street.

Elmer A. Tschier, Marshall Micon and G. M. Bulmash have organized the ChiMil Company with headquarters at 2294 Milwaukee avenue, Chicago, to handle drugs and perfumes. The new company has a capital stock of \$10,000.

The Walgreen Co. has increased its capital stock from \$1,125,000 to \$2,500,000 and changed the location of its main offices to 744 Bowen avenue, Chicago. New stores are being opened in Chicago and St. Louis and the perfume shop of the Washington street store has been enlarged to take care of the holiday trade.

E. L. Drach, of the Abbott Laboratories, chairman of the seating committee for the Chicago Drug and Chemical Association's annual banquet, December 17, reports advance reservations of seats by letter with check accompanying at \$5 per as coming in very rapidly and says the 400 seats available will soon be exhausted, as has been the case in several years past. B. F. Zimmer, chairman of the banquet committee, states that all the arrangements are progressing splendidly and the members and guests may count on a very fine evening's entertainment.

The Aurelia Mfg. Company, in Belmont avenue, Chicago, has given up the manufacture of compacts and will make other lines for the dry goods trade.

The Abbott Laboratories plant, North Chicago, was visited by a disastrous fire, November 26, with a loss estimated at about \$75,000, covered by insurance. Newspaper reports exaggerated the extent of the damage, placing it at from \$250,000 to \$300,000. Dr. Alfred S. Burdick, president of the laboratories, said that business will go on "as usual."

Graham & Nelson are now located in their new perfume shop at 111 North Wabash avenue, Chicago, near Mandel Brothers and Marshall Field & Company.

E. Lores, of Francisco Flores, of Espinardo, Spain, is in the Chicago market calling on the trade in company with his broker, E. Jesserum, of A. E. Jesserum & Co., at 130 North Wells street.

The Midwest Extract Co. has been organized with factory and office at 18 East Kinzie street. H. A. Weiss, president, Louis Wexberg, vice president, William Levy, formerly with the Julius Marcus Co. treasurer and Louis H. Cohen secretary. The company will manufacture a line of quality goods and will feature private label brands for the jobbing trade.

The announcement that Dr. William Duncan McNally, director of laboratory of the Cook County Coroner's office and professor of Toxicology at Rush Medical College, would expose the "True Inwards" of the hooch and booze that violators of the Volstead Act are consuming, brought out a large turnout of members of the Chicago Drug and Chemical Association and guests, at the monthly meeting, at the Hamilton Club, December 3.

The most interesting part of Dr. McNally's address dealt with two phases of the supply question, one relating to faked labels and bottled-in-bond revenue stamps. The other was the actual supply of real liquor available for legitimate purposes and for unlawful convivial occasions planned by those loth to regard the flowing bowl as a souvenir of the old pre-Volstead days.

President Lancaster made a few remarks about the annual Christmas banquet, to be held December 17, in the ball room of the La Salle Hotel when an exceptional spread will be put on, the best vaudeville talent in seven states will be called into service, and the "big bag of tricks" made up of manufacturers' samples of chemical, drugs, pharmaceuticals, toilet preparations, candy, etc., will be distributed one each to each banqueter, making him in fact a Santa Claus to his family and friends as a result of the big annual feature of the association's just-before-Christmas event.

C. Christensen, with Chas. Pfizer & Co., was voted in as a member of the association and introduced to his fellow members.

E. T. Farrar, old-time druggist, chemist and toiletiere, died November 30, aged 67 years. Mr. Farrar was well-known in chemical circles and served as supervisor of his ward for the Chicago Retail Druggists' Association. In public affairs he was a leader, serving his district in the state

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MORANA INCORPORATED, NEW YORK, HOLDS ANNUAL SALES CONFERENCE IN NEW BUILDING

The annual sales conference of Morana Incorporated was held at the company's new building, 61-63 Vandam street, New York, on December 16, 17, and 18. The conference was opened by the president, Carl Schaetzer, who, after welcoming the attendants, referred to the year's accomplishments and to the plans that had been developed for the coming year to increase and widen the scope of the service that Morana is rendering to the various industries that it serves. He then turned over the conference to Wm. H. Rowse, first vice-president and director of sales, who, in conjunction with Walter Mueller, the secretary, presided over the subsequent sessions.

Mr. Rowse in his opening remarks referred specifically to the increasing importance that the Morana factory at Elizabeth, New Jersey, is assuming as a source of aromatic

products, and the enviable reputation that these products have earned for themselves among discriminating buyers.

The conference was divided into six sessions, two being held each day, at each of which a single major topic was given thorough exposition and discussion. We are advised that an exceptionally enthusiastic and confident tone, based on what had been accomplished as well as on contemplated accomplishments, pervaded the conference. In addition to the officers, directors, and department heads, there were present the following sales representatives: Arthur Fortune, western manager; Herbert F. Croen, F. W. Stechmann, Arthur G. Fox, Charles J. Fox, W. F. Sheehan, H. C. Wright, F. D. Clarke, A. S. Downs, H. F. Shaftoe, and J. R. Ferrell and Edward Stange, of Morana Limited, Toronto.

Roger & Gallet, perfumers, have opened a new western branch office in the Commercial Building, San Francisco, with Harry F. Dilzer in charge as manager. Mr. Dilzer began selling for Park & Tilford in 1905 and in 1910 arranged to represent Roger & Gallet in the West, with headquarters in Chicago. Later he went to San Francisco and for the last fifteen years has covered the Pacific Coast territory for the firm, which has now given him a well-earned promotion.

J. Ross Taylor, chief chemist for Stuart Bros., Montreal, called on the Editor recently en route to Virginia where he will spend the holiday with relatives.

P. B. Gardener, vice-president and sales director of the Devoe & Reynolds Co., Inc., New York City, is home after a six weeks' trip to Europe.

Haywood M. Taylor has resigned as instructor in chemistry at the University of North Carolina and is now research chemist with E. R. Squibb Sons, Brooklyn, N. Y.

New York Merchants' Association has appointed a new membership committee which includes the following:

Vincent C. Daggett, of Daggett & Ramsdell; R. H. Ismon, secretary American Can Co.; E. Palmer, of Solon Palmer.

Morris Feldstein has joined the Sun Maid Products Corporation, New York City, as chief chemist and production manager.

Produits Bertié, Paris, France, manufacturer of toilet preparations, has appointed the Harry C. Michaels Co., New York, to direct its advertising in the United States.

A short circuit in an electric waver severely burned Misses Jane and Emma Kirdoe, owners of a beauty parlor at 950 Madison avenue, New York, recently while they were putting a permanent wave in the hair of a customer. Hysterical calls for help brought police, who summoned an ambulance. The Misses Kirdoe were taken to the Reception Hospital. The customer was unhurt.

CHICAGO

(Continued from page 590)

assembly and at the time of his death was a West Park Commissioner. He leaves a widow and two sons, the latter of whom some time ago succeeded him in business at the old-time Farrar location on West Lake street, near the Austin boundary line.

Charles Matthews, manager of the Chicago branch house of Sharp & Dohme, with Mrs. Matthews, has returned from a three months' sojourn in France and Italy, after spending a few days in Baltimore at the home office of his firm. Mr. Matthews looks like a young man, so rested and vigorous does he appear. This pleases his friends, as no man in the Chicago trade has any more of them than jolly, genteel and generous Charley Matthews.

Death has taken Howard W. Chamberlain, vice-president of the White-Stokes Company, Inc., who passed away November 29. This event is peculiarly sad, as Mr. Chamberlain was in the very flower of his career and only 45 years of age. He was born in Freemont, Ill., was a Mason and a member of the Olympian Fields Country Club, and well-known and highly respected in local drug and chemical circles. Mrs. Chamberlain survives him.

Helen Bernice Golden, daughter of Tom Golden, Chicago district manager of Pluto, was married Thanksgiving Day to R. J. Carbon of Chicago and they have since been touring the East by automobile. Mrs. Golden, who has been an invalid for more than a year, is being cheered during the absence of the newly-weds by an older daughter and her two children, who are domiciled in the Golden home for the present.

The Schwalbe Memorial Fund, to be presented to the widow of John M. Schwalbe, has reached \$450. Other contributions from \$1 up should be seen in very soon before the fund is closed. Mr. Schwalbe was for more than thirty years city salesman and general traveler for John Blocki & Son, Chicago perfumers. He was active in all of the drug and chemical trade social and sporting affairs. This fund should reach \$1,000 before it is closed, say the fund's sponsors.

Curry Chemical Co., Atlanta and Chicago, is reported to be selecting a site in St. Petersburg, Florida, for the construction of a \$250,000 factory to manufacture Curry's dental lotion. The expectation was that the plant would be in operation early in 1926 and employ 350 persons. Stock was pledged by local interests, according to the report.

William A. Susanka, of Chicago, Ill., was a recent visitor in New York City. While here he was in conference with these firms which he represents in his territory: Capes Viscose, Inc., Wangler-Budd Co., Inc., and P. & P. Derode Frères & Dammann, Inc. He returned home much pleased with his sojourn in the metropolis.

What Late Dinners Will Do

A writer states that sixty to seventy-five per cent of the big men at Washington "crack" because of the strain of too many late dinners.

President Coolidge never changes pace, dines reasonably and always gets the necessary sleep.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Robert B. Karoff, Inc., Manhattan Borough, New York City, perfumes, \$20,000; R. B. Karoff, H. Factor, O. B. James. (Attorney, E. Morganlander, 1,440 Broadway.)

T. J. Duffy Co., Inc., Manhattan Borough, New York City, make toilet preparations, \$10,000; M. M. Touchard, J. A. MacDonald, P. Ritter Jr. (Attorney, P. E. Bernard, Washington, D. C.)

Regal Laboratories, Manhattan Borough, New York City, oils, flavorings, 200 common, no par; F. Schleifer, J. Goldsmith, H. Melitzer. (Attorney, C. C. Schwartz, 115 Broadway.)

Parfums Eduardo, Greenburgh, N. Y., general manufacturing and mercantile, \$10,000; R. T. Brewster, V. K. Miller, M. T. Murphy. (Attorney, E. H. Tatum, 20 Broad street, Manhattan.)

Egyptian Soap Products Corp., Brooklyn, N. Y., \$30,000; H. R. Elias, B. Steinman, E. Perlmuter. (Attorney, J. Kaplan, 261 Broadway, Manhattan.)

General Research Laboratories, Elizabeth, N. J., \$100,000, manufacture tooth paste; Charles Mayer, George J. Safirstein, Curtis W. Merrill, Elizabeth. (Attorney, David S. Forman, Elizabeth.)

Pastelle Corporation, Brooklyn N. Y., chemists, and to manufacture toilet preparations, etc., \$10,000; J. B. Maran, 11 Dominick street, A. H. Amon, 233 Broadway, Manhattan; Jean Morton, 18 Herkimer street, Brooklyn.

R. A. Loughney Co., Manhattan Borough, New York City, make cosmetics, 100 shares, \$100 each; 200 common, no par; R. A. Loughney, J. T. Basseches, A. Perlstein. (Attorney, M. Lanzit, 342 Madison avenue.)

Vanard, Manhattan Borough, New York City, perfumes, 1,000 common, no par; O. J. Cohen, A. Butler. (Attorney, H. A. Butler, 17 Battery Place, New York.)

Flore-Reale Co., Syracuse, N. Y., make perfume, \$25,000; T. L. and A. W. Hogan, F. V. Conniff. (Attorney, T. Hogan, Syracuse)

B. T. Babbitt Products, Albany, N. Y., lye and soap, \$3,600,000; L. Mendleson, N. Myers, J. Ilch. (Attorneys, Muhlfelder & Ilch, Albany.)

Eversure Manufacturing Corp., Manhattan Borough, New York City, slot machines, &c., 200 common, no par; F. T. and F. H. Roberts, M. J. Duffy. (Attorneys, McLaughlin & Royce, 36 West 44th street, New York City.)

Dainty Perfumer Service Corp., slot machines, &c.; same as preceding.

Fox-y Magic Cleansers, Ltd., Windsor, Ont., \$50,000; Fred J. Fox, Effie M. Fox, A. J. Janisse.

B. Altman Soap & Chemical Works, New Jersey, manufacturers, 1,000 shares, no par; Benjamin Altman, Seacucus; Arthur Buxenbaum, William J. Spielberger, New York. (Attorneys, Kirk & Diamond, 305 Broadway, New York.)

Raunt Chemical Co., Broad Channel, N. Y., toilet preparations, \$10,000; D. F. O'Sullivan, A. A. Stewart, T. J. Turner. (Attorney, J. B. Appleby, 1,650 Broadway, New York.)

Paper Box Manufacturers' Supply and Machinery Co., Manhattan Borough, New York City, \$20,000; S. J. and J. Tomchin, I. Sack. (Attorney, O. Bellick, 154 Nassau street, New York.)

BOOK REVIEWS

STANDARD METHODS OF CHEMICAL ANALYSIS. Fourth Edition. Wilfred W. Scott, Sc.D. Octavo, 6½ x 9 inches; two volumes; 1,805 pages; 286 illustrations; black cloth covers. D. Van Nostrand Co., 1925. Price \$10.00.

The present work aims to present accurately and fully standard methods that have been adopted as such by the American Chemical Society, the American Society for Testing Materials, and other organizations conducting method investigations. Accordingly, considerable new matter has been added since the last edition and care has been exercised to omit methods that have become obsolete.

Among the chapters of special interest to our trades is the one on the Standard Method for the Analysis of Soap and Soap Products, by Dr. A. Campbell, and also the chapters on Fixed Oils, Fats and Waxes, by Prof. A. H. Gill, of the Massachusetts Institute of Technology.

The methods of technical analysis that have proven of practical value to the professional chemist were carefully selected by the compilers. The subjects have been presented with sufficient detail to enable one with an elementary knowledge of analytical processes to follow the directions; while on the other hand, lengthy exposition, theoretical dissertation and experimental data are purposely avoided, in order to include a large amount of information in a compact, accessible form. References to original papers are given when deemed advisable.

For methodical arrangement the material is grouped under three major divisions: Part 1, Quantitative Determination of the Elements; Part 2, Special Subjects; and Part 3, Tables of Information.

In the first division the elements are generally taken up in their alphabetical order and each chapter deals with physical properties, detection, estimation, preparation and solution of the samples, separations and methods. The procedures are grouped under gravimetric and volumetric methods. Several processes are generally given to afford the opportunity of selection for particular cases and for economical reasons where special reagents may not be available. General references and carefully compiled cross-indices add to the value of the work.

All told, these companion volumes make up a most useful manual of analytical methods and general reference for the analytical chemist, as well as for the advanced student. The author is Professor of Analytical Chemistry at the University of Southern California and is known in the scientific world for his numerous works on analysis. In the preparation of this work he had the collaboration of about fifty specialists.

An alphabetical arrangement of the common reagents used in analytical procedures, tables and other useful data add to the value of the work. Thus the last portion is devoted to tables of the more important arithmetical operations, which are designed to assist the analyst to greater accuracy of calculations, as well as to relieve him of needless expenditure of time and energy.

MANUAL OF INDUSTRIAL CHEMISTRY. Fourth Edition. Allen Rogers. Octavo, 6 x 9½ inches; two volumes, 1,267 pages, 385 illustrations; black cloth covers. D. Van Nostrand Co., 1925. Price \$12.00.

The author is head of the department of Industrial Chemistry at Pratt Institute, Brooklyn, N. Y., and is a lecturer on Industrial Chemistry at Columbia University. In the preparation of this manual he has had the assistance

of about thirty chemists, well known in the industrial world.

The purpose of the book is to assemble the ideas of a large number of recognized authorities in various fields of industrial chemistry and thus to produce a volume representative of modern American methods and processes. The subject matter is essentially descriptive, without, however, omitting the theoretical considerations necessary for a proper understanding; and in bringing out the present edition the authors announce that practically every chapter has been revised and enlarged so as to bring the data up to date.

An idea of the contents of the book may be had from the following chapters: General Processes; Water for Industrial Use; Fuel and Power Generation; Sulphuric Acid; Nitric Acid; Salt and Hydrochloric Acid; Elements and Compounds; Chlorine and Allied Products; Electrochemical Industries; Lime, Cement and Plaster, Clay; Brick and Pottery, Glass; White Lead, Zinc Oxide and Lithopone; Pigments and Paint Oils, Mixed Paints, Carbon; the Metallurgy of Iron and Steel; Fertilizers; Commercial Organic Chemicals; City Gas; Industrial Gases; Coal Tar and Its Distillation Products; Petroleum Industry; Destructive Distillation of Wood; Oils, Fats and Waxes; Linseed Oil; Hydrogenation of Oils; Lubricating Oils; Soap and Soap Powder. There are 18 pages of text and 13 illustrations in the latter chapter.

Other chapters include Glycerine; Laundering; Rubber and Related Gums; Varnish; Sugar; Starch; Textiles; Dyestuffs; Paper; Cellulose; Leather; Explosives; Glue and Gelatine; Casein; Dehydrated, Dried and Evaporated Foods; Condensed Foods; Resins, Gums, Turpentine and Shellac; Essential Oils, Perfumes, Flavoring Materials and Synthetics. There are 42 pages in the latter chapter and it covers in a very general way elementary facts about the processes used and the principal raw materials employed in these allied industries.

BULLETIN OF THE NATIONAL RESEARCH COUNCIL, No 50; Part 3 of Volume 9; Bibliography of Bibliographies on Chemistry and Chemical Technology, 1900-1924; compiled by Clarence J. West and D. D. Berolzheimer for Research Information Service, National Research Council. The National Research Council of the National Academy of Sciences, Washington, D. C., 1925; octavo, 6½ x 9½ inches; 308 pages; paper covers; \$5.00 per volume.

An idea of the contents of this useful work is given in the list of contents. Part 1 covers general Bibliographies; Part 2, Abstract Journals and Year Books; Part 3, General Indexes of Serials; Part 4, Bibliographies on Special Subjects; Part 5, Personal Bibliographies. In addition, serials and general works searched are listed, and three pages are devoted to an explanatory introduction.

CHEMICAL ENGINEERING CATALOG; tenth edition; quarto, 9 x 12 inches; 1,176 pages; imitation leather cover. The Chemical Catalog Co., Inc., New York; 1925.

This volume contains collected, condensed and standardized catalogue data of equipment, machinery, laboratory supplies, heavy and fine chemicals and raw materials used in the industries employing chemical processes of manufacture. A classified index of the foregoing, which is carefully cross-indexed and a technical and scientific books section, which has been greatly enlarged since the last edition, add considerably to the value of the work. An apparently successful effort has been made to make the in-

dex as nearly as possible a complete reference to sources of supply of chemical products.

The work was prepared under a committee appointed by the American Institute of Chemical Engineers, the American Chemical Society, and the Society of Chemical Industry, of which E. R. Weidlein is chairman, with M. C. Whitaker, William Haskins, W. M. Grosvenor, A. E. Marshall, Charles L. Reese, James F. Norris and Harlan S. Miner as associates. Francis M. Turner, Jr., is the technical editor.

The catalogue is leased at \$2 a copy (\$3.50 in foreign countries) for the period of one year or sold outright for \$10 a copy net. Only certain classes connected with the industry are eligible for the leasing provision.

CHEMICAL SYNONYMS AND TRADE NAMES. Companion to first edition. William Gardner. Octavo, 9 x 6 inches, 56 pages, brown cloth covers. Crosby Lockwood & Son, London. 1925.

This book contains 2,700 definitions, including many new minerals, alloys, more recent dyestuffs and other materials in addition to those listed in the first edition of the work. The combined volumes contain about 17,000 definitions and cross references. The object of the work is to provide a reference book giving the synonyms, trade names and terms used in industrial chemistry for chemicals and materials and every effort has been made to make the compilation comprehensive and up to date. The alphabetical system of listing has been followed.

"ANNUAL REPORT OF THE SMITHSONIAN INSTITUTION" for 1924; green cloth covers; 535 pages; Government Printing Office, Washington, D. C., 1925; \$1.75.

This report of the Board of Regents, besides giving an interesting resumé of the operations, expenditures and condition of the Smithsonian Institution, contains numerous reports of value to scientists and students in various lines of research. The volume is liberally illustrated with photographs, drawings and charts of the subjects treated, which, however, have no direct relation to our industries.

SUPPLEMENT TO FEDERAL AND STATE LAWS RELATING TO MANUFACTURE AND SALE OF FOODS, DRUGS, INSECTICIDES, ETC. Compiled and published by Standard Remedies Publishing Co., Inc., Washington, D. C. Octavo, 6 x 9 inches, 156 pages, 1925.

The subjects covered by this work include legislation passed at the 1924 and 1925 sessions of the state legislatures, amendments to laws printed in the January, 1924, edition of Federal and State Laws Compiled, new laws passed affecting foods, drugs, etc., laws governing outdoor advertising and changes in Canadian laws and regulations. With the supplement, stickers are furnished in order that amendments or changes in the laws appearing in the compilation may be indicated.

MACRAE'S BLUE BOOK. Quarto, 8 x 11 inches; 1,658 pages; blue cloth covers. MacRae's Blue Book Co., New York, 1925. Price \$10.00.

The sixteenth edition of this buyers' guide contains a considerable amount of useful data divided into four main divisions. The first is the Address and Local Distributors' Section, which shows in alphabetical order the addresses of manufacturers, together with nearest sources of supply for

their products. The second division is the Classified Material Section, wherein are listed under their proper classifications the names of various manufacturers of railway supplies, iron and steel products, building construction material, etc. The remaining sections are devoted to a trade name index and a net discount computer.

COMMERCIAL SURVEY OF THE PHILADELPHIA MARKETING AREA. Government Printing Office, Washington, D. C.

This pamphlet is the first of a series of regional market surveys undertaken by the U. S. Department of Commerce as a part of its efforts to aid in minimizing waste in the distribution of merchandise. It embodies an exhaustive survey of the Philadelphia marketing area, both wholesale and retail, and includes a comprehensive analysis of the productive industries of the region, population characteristics—race, religion, occupation, education, etc.—and buying power as shown by wealth and income and average weekly earnings. Full details as to both wholesale and retail outlets for goods of all kinds are given, with information as to how the region may be covered by various classes of advertising media. Numerous maps and tables enable the manufacturer to plan his sales and advertising activities effectively. The pamphlet may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 20 cents.

NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., 427 Washington street, New York City, has distributed its November-December price list containing twelve pages. In it essential oils and fine drugs, olive oils, almond oils and numerous other products handled by the company are listed. The company also calls special attention to the natural flower essences and prime materials manufactured by Camilli Albert & Laloue, Grasse, France. Special sections are devoted to flower essences and also to synthetics and chemical compounds. Musk and civet are also among the specialties featured.

KARL KIEFER MACHINE CO., Cincinnati, Ohio, sends us the November issue of *The Superintendent*, its house organ, which contains much interesting data on the history of the company and also much useful data on the service rendered by the company. The site of the first feeble manufacturing efforts of the company and the present modern plant are both shown in contrasting photographs. Incidentally it is pointed out that the average length of employment in the company's shop is fourteen years, which may be considered an unusually good record. A feature of distinctive merit is made up of twelve photographs with accompanying text data on the officials and territorial representatives of the company. Some of the plants the company has planned and equipped, typical Kiefer installations and a description of the Kiefer high speed automatic rotary vacuum filling machine add to the interest of the issue.

MID-WEST BOX Co., Chicago, Ill., reproduces in an attractive 20-page pamphlet a number of striking advertisements which it has published, emphasizing the arch construction of its corrugated paper boxes. The advertising is skillfully conceived and the illustration emphasizes the freedom from vibration, the resistance and the strength that is had from this construction. In addition waterproof boxes and other standard and special corrugated fibre packing designs are featured.

TH. MÜHLETHALER S. A., Grasse, Nyon and Paris, Orbis Products Trading Co., Inc., 215 Pearl street, New York, exclusive representative in the United States and Canada.—The November price list has been received containing listings on essential oils, synthetic perfumes, perfume bases, non-alcoholic flower and perfume oils, compound oils, soap-compounds, fixatives and flavors. Special attention is called to the company's new artificial Jasmin. A photograph of the company's laboratory No. 1 is a feature of the list, which may be had on application to the company's agents.

METROPOLITAN LIFE INSURANCE CO., New York City, has just issued the fifth of a series of small leaflets on Methods of Compensation. The subject covers methods of compensating drivers. Previous leaflets covered methods of compensating salesmen in manufacturing and wholesale establishments, factory workers, and office employees and branch managers' contracts. Copies of any of the foregoing may be had by writing to the Metropolitan Life Insurance Co.

"THE EVER USEFUL VIAL." This is the subject of a circular issued by the Scientific Specialties Co., 30 Irving Place, New York City. The circular says in part:

"Of the many uses perfumers find for the ever popular small sized vials, perhaps none is of more importance than the opportunity vials afford for practical sampling at a profit.

"How widespread this practice of filling has become is evidenced by the fact that nearly all of the foremost manufacturers—including some of the most exclusive and most conservative American and French perfumers—offer their various odors in small purse sized containers retailing at \$1 or less. Not only does this permit milady to carry her favorite perfume with her, but it enables her to obtain a costly perfume at a price she can afford. Again, when only a small sum of money is involved, a woman is inclined to venture a trial of a new odor more readily.

"It is now generally conceded that women have been educated within the last few years to carry their favorite perfumes with them in small containers. This habit is one that perfumers may well capitalize not only as a means of doing practical sampling but also to reach a large number of women who may be induced to purchase new perfumes at popular prices who could not be depended upon to purchase it in larger packages.

"Undoubtedly the vial is here to stay because it is both useful and practical. There is nothing in the contention that a 'high priced' perfume does not appear to a woman to be high priced when it is retailed in a small attractive vial at a lower price. The experience of a number of perfumers of the first rank has demonstrated this to the contrary. They found that by putting their highest quality perfumes in purse-size packages they not only sold it to many women they would not have reached otherwise and so advertised the line; but ultimately they also sold in the aggregate more perfume.

"In fact the possibilities for increasing perfume sales are vastly augmented by the many novel small containers which we are offering. For example, one enterprising perfumer pointed out to a handkerchief manufacturer the advantage of selling handkerchiefs in which a vial of perfume was wrapped. It was surprising how well women responded to the idea. Another perfumer induced a manufacturer of vanity bags to fit them with a vial of his perfume in addition to the other things that usually go in such bags. He, too, profited by his enterprise. In similar

ways the many varieties of vials and novelty containers now available offer numerous opportunities to enterprising manufacturers to materially increase their perfume sales."

At the conclusion the company points out that it has a vial or novelty container for almost every purpose.

CLARENCE MORGAN & CO., 355 West Ontario street, Chicago, Ill., have issued their December price list featuring chemicals, essential oils and supplies. Copies may be had by writing to the company.

FOREMANSHIP—Fundamentals in the Development of Industrial Foremen, by Robert H. Spahr, is the subject of a 48-page bulletin issued by the Department of Manufacture, Chamber of Commerce of the United States, Washington, D. C. This is one of a series of pamphlets issued on problems of human relations in industry. In the series, and particularly in this pamphlet, the aim is to supply developed information and experience rather than to advocate any system or plan.

COOPERATIVE INDUSTRIAL RESEARCH. This 40-page pamphlet issued by the Department of Manufacture, Chamber of Commerce of the United States, Washington, D. C., presents a file of experience gathered from many sources of information on the development of research as a constructive activity by trade associations.

SHE WILL SET YOU RIGHT

The family were all seated at the dinner table. There was a distinguished guest present and then Johnny exclaimed, "Why Daddy, this is roast beef."

"Of course," the father replied. "What did you think it was?"

"Oh, nothing," said little Johnny, "but you told Mother this morning that you were going to bring home to dinner an old mutton-head."

* * *

Children usually explode all the family deceptions, but when you really want to know how you stand with a business man, study what his secretary says or does. She will consciously or unconsciously set you right.

* * *

If the secretary is over-nice, watch your step. If she is not so nice, step lively. If she is sincerely agreeable and genuinely courteous, you have the picture of your own position with the "boss," all framed and ready for hanging.

* * *

Observing persons can quickly tell how they stand by meeting a mind that makes the carbon copy, declares a writer in the *Silent Partner*.

MISUNDERSTANDING AND MISTAKES

Misunderstanding has caused more trouble than the Eighteenth Amendment. It has severed more friendships and marriages than a grumpy, chisel-faced Mother-in-law. It is one of the unhappy evils of a sensitive nature, says *Silent Partner*.

We cannot avoid a misunderstanding at times, but we can be slow to respond, and be thorough in our investigation before denouncing a friend for a seemingly atrocious or unfriendly act.

Employees misunderstand employers. This can cause everything from the dynamiting of a plant to a complete walkout. Employers misunderstand employees. This causes everything from a cut in wages to discharge.

Men of quick action accomplish much in small time, but the law of average also arranges for them more mistakes. Quick action after misunderstanding without contemplation often results in regrettable breaks.

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN EDWARD RANSOME, chairman of Stafford Allen & Sons, Ltd., London, Eng., December, 1916.

BRACKMAN, JOSEPH I., retired manufacturer of perfumery, Cincinnati, December, 1921.

CALISHER, AARON B., manufacturing perfumer, New York, December, 1917.

DAY, PETER, soap pioneer, Philadelphia, December, 1922.

FRITZSCHE, ERNEST T., senior member of Schimmel & Co., essential oils and chemicals, Leipzig, December, 1916.

GIESE, GERTRUDE SMITH, wife of Otto E. Giese, of August Giese & Son, New York City, December, 1922.

HALL, ROBERT L., president National Soap Co., Detroit, Mich., December, 1917.

HATHAWAY, WALTER CRANE, son of Walter T. Hathaway, New York, December, 1920.

HEMPSTEAD, WILLIAM S., soaps, New London, Conn., December, 1907.

HEWITT, ARCHIE, president and founder Hewitt Brothers Soap Co., Dayton, Ohio, December, 1924.

HOLMAN, ERNEST CHARLES, ex-president Chicago Perfumery, Soap and Extract Association, December, 1921.

HORNER, MAJOR JAMES BROWN, essential oils, New York, December, 1914.

HOTCHKISS, CALVIN, son of the president of the H. G. H. Essential Oil Co., Lyons, N. Y., December, 1911.

KEMP, COL. HORACE G., of L. H. Kemp & Son, soap manufacturers, Cambridge, Mass., December, 1914.

MASSEY, WILLIAM MORTON, one of the founders of the Caswell-Massey Co., New York, December, 1915.

RAMSDALL, CLIFFORD, of Daggett & Ramsdell, New York City, December, 1911.

ROBINSON, FREDERICK A., soap manufacturer, Malden, Mass., December, 1907.

SCHHEEL, WILLIAM, general manager California Perfume Co., New York City, December, 1924.

TERRISSE, JULES, one of the founders of Chiut-Nacé, essential oils, Geneva, Switzerland, December, 1916.

VAIL, ARAUNA M., senior member of Vail Bros., perfumery and toilet preparations, Philadelphia, at Atlantic City, December, 1924.

WEIS, LEONARD C., toilet goods, Boston, December, 1919.

WILDEV, AMBROSE S., vice-president and general sales manager, for Marinello Co., New York, December, 1924.

WRIGLEY, WILLIAM, of the Wrigley Manufacturing Co., soaps, Philadelphia, Pa., December, 1909.

Edmund Clarence Schmertz

Advertising men in the metropolitan territory as well as a host of friends in the chemical and allied industries were shocked to learn of the sudden death of Edmund Clarence Schmertz, November 14, at his home in Bayside, Long Island, following an illness of less than a week with pneumonia. Mr. Schmertz was in his thirty-ninth year and is a brother of John R. Schmertz, advertising manager of the Mathieson Alkali Works.

Mr. Schmertz began his business career soon after his graduation in 1908 from Lehigh University. His first venture in the business world was in Idaho after which he joined the organization of E. I. duPont de Nemours & Co. at Carney's Point, N. J. From there he went to the Thermoid Rubber Co., Trenton, N. J., and about five years ago joined the Spencer-Lay Co., now the Lay Co., New

York City, as account executive, the position he held at the time of his death.

He is survived by his mother, Mrs. Edmund C. Schmertz, with whom he lived in Bayside; two brothers, John R. and James S. Schmertz, and three sisters. The funeral was held November 17 in the Church of Our Mother of Consolation, Chestnut Hill, Philadelphia and interment was made in the Holy Sepulchre Cemetery, Philadelphia.

Mr. Schmertz was known and respected by a wide circle of friends, particularly in the advertising business where he had won for himself an enviable reputation for his broad knowledge of economics and merchandising practice, a knowledge, incidentally, that was freely shared with all who went to him for advice, or help.

Obituary Notes

Fred C. Ihrer, vice-president and general manager of the Iowa Soap Co., Burlington, Iowa, died November 8 after a long illness, at the age of 53 years. He contributed much to the development of the company, which is one of Burlington's important industries, and took much interest in civic affairs. He belonged to numerous organizations, including the Masonic commandery, consistory and shrine.

William Hull Wickham, formerly senior partner of the firm of McKesson & Robbins, died of pneumonia at his home in New York City, November 21. He left a daughter, Miss F. Ethel Wickham. Mr. Wickham was born in Brooklyn on Jan. 19, 1846. His activities in the drug and chemical trade covered a period of half a century, until his retirement in 1916. He had been a member of the American Pharmaceutical Association since 1870.

Charles Mayer, father of A. Kiefer Mayer and Edward Mayer, died in Indianapolis, November 30. He was sixty-three years old. Mr. Mayer was chairman of the board of directors of the Kiefer-Stewart Drug Co., wholesale druggists of Indianapolis. He was a son-in-law of Augustus Kiefer, who before the consolidation of the drug companies was the head of the Kiefer Drug Co. Mr. Mayer was a charter member of the National Wholesale Druggists' Association.

Charles N. Riggs, representative of Richard Hudnut, of New York, in the Philadelphia district for fifteen years, died of heart disease on November 15 while dressing at his home in Germantown, Pa. Mr. Riggs was 67 years of age and is survived by his wife, Mrs. Helen Cornau Riggs. He was a Rotarian and a Commandery and Shrine Mason.

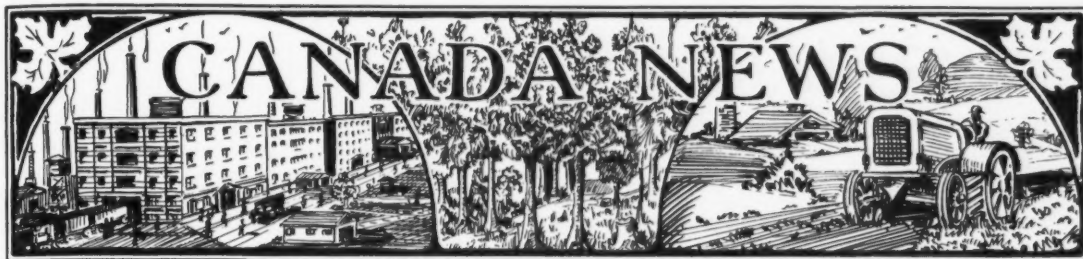
Some Telephone Figures

There are so many telephone subscribers in the five boroughs of New York City that the telephone directory has had to be divided into two volumes, each covering half of the City. There are so few telephone subscribers in France that only two telephone directories are published for the entire country, one covering Paris and the other listing all the rest of France.

There are approximately 25,000,000 telephones in use in the entire world today, of which 16,116,550 are in the United States.

Information in Advertisements

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.



MONTREAL

MONTREAL, Que., December 10.—Satisfactory business is generally reported throughout the perfumery trade in Montreal this month. The opening of the social season brought good business, and the retailers have been stocking up lately pretty well in expectation of the Christmas trade. At this writing, the retailers are looking forward to a good, brisk Christmas business.

It is becoming increasingly the practice among the drug stores to emphasize around this time the appeal of toilet preparations and perfumes, arranged in groups and sets, as Christmas gifts, and there are few drug stores that are not showing this month, among their gift displays, dainty little cases containing various assortments of cosmetics and perfumes.

A particular class of literature which has been more freely circulated in the local mails this month than formerly appeals to the young men of the city, impressing on them the delicacy and appeal of such gifts to intimate lady friends.

All this additional sales effort is expected to produce results in increased sales of these lines, and everyone is looking to the Christmas season with great hopes.

The outstanding event of the month in the Montreal trade undoubtedly was the annual report and meeting of Canadian Industrial Alcohol Ltd., for the year ended September 30. As had been expected, there was a substantial surplus over dividend requirements, and the total earnings were only a little lower than the remarkable figures of the previous year.

A little surprise was occasioned by the revelation in the balance sheet of a bank loan of a million and a half dollars, but despite this net working capital still stands around a million dollars.

Earnings amounted to \$1.70 as against \$1.89 the previous year, on the outstanding stock. After payment of the usual \$1.28 per share on no par value stock, there remained a surplus of \$335,026, bringing the total balance at credit of profit and loss to \$1,631,489.

Later reports regarding the company's affairs are to the effect that since the close of the fiscal year, earnings for the subsequent two months have been about \$450,000, business having proved extremely satisfactory.

It is also strongly rumored that J. B. Waddell, president of the company, intends resigning on account of ill health, and will have been succeeded by Lord Shaughnessy by the time these lines appear in print. The change has little significance for the stock market, in that both these gentlemen represent the Sir Mortimer Davis interest in the company.

TORONTO

TORONTO, December 10.—Dr. R. B. J. Stanbury, Toronto, secretary of the provisional committee working for the Association for the Prevention of Price Cutting in Canada on Proprietary Articles, has issued Bulletin No. 2 to the drug trade. The secretary submits four propositions that had come before the association of retailers, wholesalers and manufacturers recently. These four had to do with (1) the submission to the best qualified lawyers in Canada as to whether or not the plan of operation proposed was within the law of the Dominion; (2) acting in accordance with a resolution passed "to take such steps as are open to get as many retailers, wholesalers and manufacturers into membership" as possible; (3) prepare a draft of rules and constitution on the lines of the British P.A.T.A.; and (4) decide whether arrangements can be made to secure the services of Sir William Glyn-Jones.

Answering these propositions Secretary Stanbury reports (1) that the best legal advice has been secured and the several lawyers consulted state that the proposed organization is legal; (2) practically 100 per cent of the wholesalers, and 2,732 of the 3,195 retail druggists in Canada have signed up; but the manufacturers have not yet been signed up, as this could not be done until the first two propositions mentioned above have been fulfilled; (3) draft of rules and constitution has been prepared, and (4) arrangements have been concluded with Sir William Glyn-Jones to take charge of the work, he giving six months' time every year—three alternate months being devoted to Canada and to England.

The bulletin is signed besides Secretary Stanbury by Sir Wm. Glyn-Jones, chairman; Frank A. Blair, president of the American Proprietary Association; Leo G. Ryan, president Proprietary Articles Trade Association of Canada, and Chas. W. Tingling, president of the National Drug & Chemical Co.

During the time of Sir William's stay in Canada he visited Toronto and New York City consulting with important interests in both cities. He found no serious opposition in either place to the proposed association's plans. Sir William is to return to this side of the ocean in January, by which time it is expected the manufacturers of the country will have been organized and the full committee elected. The constitution and rules will then be submitted and Sir William will start functioning.

George Elliott, of Pond's Extract Co., New York City, was in Toronto recently in connection with the company's business.

Fred. M. Whitlow, president of the F. M. Whitlow Co., Toronto, manufacturers' agents and perfume representatives,

has returned from a trip to the Pacific Coast. He reports business awakening throughout the whole west. The grain crops this year have been the second best in the history of the country and there is a reflection in the better business that prevails in all sections he visited.

François Goby Tombarel, of the Société Anonyme Tombarel, Frères, Grasse, France, was a recent visitor to Toronto. Mr. Goby is a member of the Rotary Club of Nice and visited Brother Rotarian Rolph R. Corson, while in Toronto.

Theodore K. Shipkoff, of Bulgaria, was in Toronto a few days ago in connection with the placing of contracts for next year's otto of rose business.

Hold L. Brown, Canadian representative for the Melba Mfg. Co., was presented with a ten-pound baby girl by his wife on December 8.

Manager Clinkenbroomer, of the Marion Perfume Co., reports business as fair following the recent Toronto Exhibition. At present, though, Toronto business is not so good proportionately as it is in the rest of the province.

Quite a bit of discussion has been indulged in at several recent meetings of the Toronto Board of Education about German drugs used in the schools. One of the members, a local druggist, eventually had a resolution passed whereby no more German drugs can be purchased by the Board for use in the schools.

Vanity Fair is the title bestowed on the first annual hairdressing and beauty exhibition of the Toronto branch of the National Hairdressers' Association, which is to be held in the King Edward Hotel on January 12 to 14. At this exhibition there will be given demonstrations of hairdressing and beauty culture by famous specialists, in which 70 living models will take part. These young ladies will be dressed in costumes of the periods depicted, the various styles and fashions in hairdressing through the years since Louis XIV being shown. These ladies will afterward form a "parade of coiffeurs," the audience voting on the favorite. This parade will feature all periods and all nations.

A novel and unusual window display was recently put in by a Brantford, Ont., store. It was the occasion of the thirty-ninth anniversary of the opening of Ogilvie, Lothead, Ltd., store, and that establishment was the recipient of hundreds of floral bouquets and designs sent by manufacturers and wholesalers with which the store deals. All these floral tributes, with cards attached, were effectively used as a window setting, and it attracted thousands of onlookers.

Caught in the Crime Wave Net

A gunman arrested for murder called a lawyer to the jail. "I can get you out of the murder charge all right," said the lawyer, "but you made the mistake of having a flask of liquor in your pocket when searched. That's against the law and it may go hard with you."—*New York American*.

Rural Free Delivery Routes

There are 45,189 rural delivery routes in the United States. They cover a total of 1,223,391 miles and serve 30,351,000 persons in the population. Illinois has 2,632 routes, which is more than any other State possesses.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

Patent and Trade-Mark Department,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

255,362, soap holder, John Knight, Ltd., London, England.

255,421, container for substances used in stick form, William Bennett, London, E. C. 2, England.

255,583, synthetic menthol, John William Blagden, London, and Howards & Sons, Limited, Ilford County of Essex, E. 18, both in England.

255,587, nicotine substitute for insecticides, Theo. Dosch, Louisville, Kentucky.

255,621, mirror for shaving, Mario Bordignone, Thayer, West Virginia.

255,643, container cap, Emery T. Gove, Piedmont, Cal.

255,804, dentifrice, E. R. Squibb & Sons, assignee of F. W. Nitardy, New York City.

TRADE-MARKS REGISTERED IN CANADA

Wavalone, for the young delicate hair of children, Blanche Victoria Blackburn and Nellie Louisa Blackburn, trading as the Camomile Tonic Co., 16, Litchfield Road, Cricklewood, London, England.

Marfranc, toilet articles and perfume atomizers, Pierre Charton, Montreal, Quebec.

Mi Nena, Lilas De Rigaud and Cher Souvenir, perfumes, toilet waters, face powder, talcum powder, sachet powder, brilliantine, rouge, cold cream, Parfumerie Rigaud, Inc., Borough of Manhattan, New York, N. Y.

Belle Jolie and Lérys, perfumery and soaps, Bellon Cie, 43 Boulevard de Strasbourg, Paris, France.

Docteur Pierre, dentifrices and perfume, Societe Anonyme Les Dentifrices Du Docteur Pierre, 4 Rue Bequet à Nanterre, Seine, France.

Orphos, tooth paste, tooth powder and an antiseptic mouth wash, Orphos Co., Inc., New York, N. Y.

Florian, face powder, cold cream, rouge, perfume, toilet preparations, tooth paste, nail polish, shaving cream, toilet soap and other toilet and cosmetic preparations, Florian, Inc., Des Moines, Iowa.

Dad, common soap, detergents and other preparations for laundry purposes, Errington Oliver Farley, Kedron Park Road, Wooloowin, Brisbane, Queensland, and 42 Harbour street, Sydney, New South Wales.

Ivo, an anti-freeze mixture for motor vehicle radiators, Procter & Gamble Co., Cincinnati, Ohio.

Dental Equipment in France

The United States supplies approximately 35 per cent of dental office installations and 20 per cent of dental office supplies currently used in France. Imports of American dental fixtures and apparatus in 1923 were valued at \$144,566, but estimates for 1924 and the nine months of the current year are somewhat under these figures. Germany is the chief competitor in the French market, especially in carborundum stones, glass utensils, and small instruments.

Jamaica's Essential Oils Exports to United States

The exports of essential oils from Jamaica to the United States during the first six months of 1925 were as follows: Sweet-orange oil, 33,750 pounds, valued at \$58,381; bitter-orange oil, 3,071 pounds, valued at \$5,407; and lime oil, 1,025 pounds, valued at \$1,273.

TRADE MARKS

 212,199	 184,949	 204,739 HOBSON'S M 206,139 <i>Elgin Vanity</i> M 206,537	 198,203	 199,084	 202,564 KING KOLE 205,082	 216,710	 219,087	 102,908 <i>J. O. Williams</i>
 176,688	 216,685	 215,890	 199,085	 199,086	 Alice Anson's Beauty Bleach M 206,518	 214,713	 199,712	 212,456
 211,711	 216,751	 218,732	 212,907	 210,980	 218,911	 218,634	 210,999	 218,757
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720
 215,326	 210,519	 219,900	 219,510	 219,510	 220,613	 219,598	 212,741	 210,720

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

184,949.—Harry Weinstein, doing business as Purafect Products Co., Brooklyn, N. Y. (Filed Aug. 24, 1923. Used since May 15, 1923.)—Toilet Preparations.

189,712.—Flapper Novelty Company, Chicago, Ill. (Filed Dec. 15, 1923. Used since Oct. 15, 1923.)—Face Cream, Face Powder, and Rouge.

196,688.—Blue Bird, Inc., Perfumers, New York, N. Y. (Filed May 7, 1924. Used since Sept. 4, 1915.)—Nail White, Eyelash Grower, Lip Rouge, Face Rouge, Cuticle Cream, Lemon Cream, Vanishing Cream, Cold Cream, Lemon Pack, Mud Pack, Beauty Builder, Almond Cream, and Nail Polish in Paste and Powder Form.

198,202.—Tone Brothers, Des Moines, Iowa. (Filed June 6, 1924. Used since 1918.)—Food Flavoring Extracts.

199,084, 199,085, 199,086.—Parfumerie Roger & Gallet,

- Paris, France. (Filed June 24, 1924. Used since February, 1923.)—Toilet Preparations—Namely, Pastes and Powders for Beautifying and Preserving the Skin, Hair, and Teeth—and Perfumery.
- 202,366.—Zonite Products Company, New York, N. Y. (Filed Sept. 8, 1924. Used since July 25, 1924.)—Antiseptic, Germ Destroyer, Disinfectant, Deodorant, and Bleach.
- 203,082.—Henry J. Kohl, doing business as H. J. Kohl Company, Sharon Hill, Pa. (Filed Sept. 26, 1924. Used since July 11, 1922.)—Soap and Cleansing Compounds.
- 204,464.—Marinello Company, Chicago, Ill. (Filed Oct. 27, 1924. Used since 1901.)—Toilet Preparations.
- 204,739.—Victor Vivaudou, New York, N. Y. (Filed Nov. 1, 1924. Used since Oct. 14, 1924.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Talcum Powders, Rouges, Nail Polishes, Face Packs, Deodorizing Preparations, and Sachet Powders.
- 207,905.—The J. R. Watkins Company, Winona, Minn. (Filed Jan. 9, 1925. Used since Jan. 11, 1894.)—Face Creams.
- 208,062.—Andries Mijndhardt, Utrechtscheweg, Zeist, Netherlands. (Filed Jan. 13, 1925. Used since Mar. 1, 1910.)—Preparation for the Treatment of Freckles and the Like.
- 208,991.—Longo Instantaneous Hair Dye, Inc., New York, N. Y. (Filed Feb. 2, 1925. Used since 1914.)—Hair Dye.
- 211,911.—Eulith Gesellschaft M. B. H. Chemisch-Paar-mazeutische Fabrik, Berlin, Germany. (Filed Mar. 31, 1925. Used since May 22, 1919.)—Perfumery and Cosmetics—Namely, Hair Tonic, Hair Wash, Preparation for the Treatment of the Head and Scalp, Hair Oil, Mouth Wash, Tooth Paste, Toilet Water, Skin Cream, Face Cream, Face Powder, and Rouge.
- 212,199.—Joseph Personeni, Inc., New York, N. Y. (Filed Apr. 4, 1925. Used since Aug. 1, 1923.)—Hair Tonic, Hair Oils, Tooth Paste, Tooth Powder, Curling Fluid, Face Powder, Deodorant Powder, Talcum Powder, Complexion Powder, Rouges, Nail Polish, Lip Stick, Cold Cream, Vanishing Cream, Face Cream, Scalp Tonics, Scalp Salve, Toilet Water, Shampoo Jelly, Shampoo Oils, and Perfumery.
- 212,432.—Franklin Simon & Co., Inc., New York, N. Y. (Filed April 9, 1925. Used since Mar. 10, 1924.)—Per-fumes and Hygienic Products.
- 212,456.—Oluf Volmer Poulsen, doing business as A. H. Rise, Apothecary, St. Thomas, Virgin Island. (Filed Apr. 9, 1925. Used since Apr. 1, 1925.)—Face Tonic.
- 212,741.—Frank Liberto & Co., San Antonio, Tex. (Filed Apr. 15, 1925. Used since Oct. 16, 1924.)—Flavoring Ex-tracts for Foods.
- 213,326.—Societe En Non Collectif M. & L. Biette Freres, Nantes, France. (Filed April 25, 1925. Used since June, 1923.)—Soaps.
- 213,510.—Heine & Co., New York, N. Y. (Filed Apr. 29, 1925. Used since Dec. 26, 1924.)—Essential Oils Suit-able for Perfumery Purposes.
- 213,890.—Colgate & Company, Jersey City, N. J. (Filed May 6, 1925. Used since Aug. 15, 1916.)—Shaving Soap and Shaving Sticks.
- 214,229.—The Armand Company, Des Moines, Iowa. (Filed May 13, 1925. Used since April, 1925.)—Cleansing Cream.
- 214,732.—Alfred A. Lindsey, doing business as Lindsey Products Company, Chicago, Ill. (Filed May 22, 1925. Used since Feb. 1, 1924.)—Toilet Preparations.
- 214,796.—Houbigant, Inc., New York, N. Y. (Filed May 23, 1925. Used since May 14, 1925.)—Rouges.
- 215,081.—Mrs. J. McNally, Waco, Tex. (Filed May 29, 1925. Used since Aug. 6, 1919.)—Hairdressing.
- 215,268.—Puritan Pharmaceutical Company, St. Louis, Mo. (Filed June 3, 1925. Used since July 24, 1924.)—Face Powder, Cold Cream, Liquid Powder, Vanishing Cream, etc.
- 215,871.—Alberta Miller, doing business as Wizard Products Co., Elizabethtown, Ky. (Filed June 16, 1925. Used since Nov. 1, 1924.)—Cleaning Compound in the Form of a Granular Powder used in Water and Adapted for General Cleaning Purposes.
- 216,685.—Lower & Co., Inc., New York, N. Y. (Filed June 30, 1925. Used since June 15, 1924.)—Lip Sticks.
- 216,710.—Lina Cavalieri, Neuilly-sur-Seine, France. (Filed July 1, 1925. Used since Jan. 16, 1924.)—Toilet and Face Soaps.
- 216,751.—2-J Soap Co., Inc., Portland, Oreg. (Filed July 1, 1925. Used since Jan. 1, 1914.)—Soaps—Namely, Pow-dered Soap, Aluminum Cleaner, Toilet Soap and Fiber Soap.
- 217,267.—Faxon & Gallagher Drug Co., Kansas City, Mo. (Filed July 13, 1925. Used since July 1, 1921.)—Bay Rum, Glycerin and Bay Rum, Bay-Rum Hair Oil.
- 217,307.—Tecla Seedor, New York, N. Y. (Filed July 13, 1925. Used since Dec. 1, 1921.)—Cleansing Cream, Soothing Cream, Eye Wrinkle Eradicator, Cleansing Lot-ion, a Skin Whitener in Liquid Form Called Evening White, and Strong Astringents.
- 217,386.—Ross M. Barnes, doing business as Barnes FacEase Co., Galveston, Tex., and Tulsa, Okla. (Filed July 15, 1925. Used since Jan. 1, 1924.)—Face Lotion.
- 217,804.—Mrs. Thea Grau, doing business as Mme. Thea, New York, N. Y. (Filed July 23, 1925. Used since March, 1914.)—Cleansing Cream, Face Lotion, Astringent Cream, Facial Paste, and Nutrient Cream.
- 218,047.—The William Boardman & Sons Co., Hartford, Conn. (Filed July 29, 1925. Used since Sept. 23, 1905.)—Flavoring Extracts for Foods.
- 218,478.—The Globe Soap Company, Cincinnati, Ohio. (Filed Aug. 6, 1925. Used since July 20, 1925.)—Soap Chips.
- 218,483.—H-A-S Coffee Company, St. Louis, Mo. (Filed Aug. 6, 1925. Used since May 1, 1923.)—Flavoring Ex-tracts for Food Purposes.
- 218,496.—Magic Bleach Manufacturing Co., Evansville, Ind. (Filed Aug. 6, 1925. Used since May 21, 1925.)—Skin-Bleaching Cream.
- 218,634.—Green Manufacturing Co., San Francisco, Calif. (Filed Aug. 10, 1925. Used since August, 1924.)—Reduc-ing Cream.
- 218,700.—Hiscox Chemical Works, Patchogue, N. Y. (Filed Aug. 11, 1925. Used since Jan. 1, 1914.)—Sham-poops.
- 218,713.—Mitchell Wholesale Grocery & Fruit Company, Mitchell, S. Dak. (Filed Aug. 11, 1925. Used since May 1, 1920.)—Food-Flavoring Extracts.
- 218,757.—Hiscox Chemical Works, Patchogue, N. Y. (Filed Aug. 12, 1925. Used since Dec. 30, 1913.)—Toilet Preparation Used as a Liquid Soap for Shampooing the Hair and Bathing Purposes.
- 218,790.—E. A. Bromund Co., New York, N. Y. (Filed Aug. 13, 1925. Used since Oct. 1, 1907.)—Beeswax, Sper-maceti, and Ceresin.
- 218,911.—Eugene H. Franken, New York, N. Y. (Filed Aug. 15, 1925. Used since May 1, 1925.)—Depilatory.
- 219,112.—Wm. H. Davis, Media, Pa. (Filed Aug. 20, 1925. Used since July 1, 1925.)—Mechanic Hand Soap.
- 219,286.—Roslyn E. Kintz, Terre Haute, Ind. (Filed Aug. 24, 1925. Used since July 20, 1925.)—Nail White, Nail Cleaner, Hair Restorer, and Facial Make-Up Cream.
- 219,300.—The Nonspi Company, Kansas City, Mo. (Filed Aug. 24, 1925. Used since Aug. 14, 1925.)—Lotion for use on Chapped Hands and Face and After Shaving.
- 219,398.—Meyer Levin, doing business as Jof and Gee Chemical Co., Newark, Ohio. (Filed Aug. 26, 1925. Used since June 1, 1925.)—Cleanser in Powder Form.
- 219,471.—Belgian Trading Company, Inc., New York, N. Y. (Filed Aug. 28, 1925. Used since June 15, 1925.)—Vanilla Extract (Dihydroparamethyl Vanillyl Ketonic Compound) for Food-Flavoring Purposes.
- 219,868.—A. P. Babcock Company, New York, N. Y. (Filed Sept. 5, 1925. Used since Aug. 1, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Pow-ders, Talcum Powders, Nail Polishes, Deodorizing Prepara-tions, Bath Salts, Smelling Salts, Sachet, and Incense.
- 219,876.—Victor Charland, Chippewa Falls, Wis. (Filed Sept. 5, 1925. Used since July 1, 1925.)—Hair Tonic.
- 219,900.—The Math-Ol Infammacine Co., Inc., doing busi-ness as Oatex Laboratories, Rochester, N. Y. (Filed Sept. 5,

1925. Used since about July 1, 1923.)—Toilet Preparation, namely, Face Cream.

219,982.—New Mix Products, Inc., New York, N. Y. (Filed Sept. 8, 1925. Used since Aug. 5, 1925.)—Toilet Lotions, Loose or Compact Face Powder, Toilet Powder, Cosmetics; Face, Nail and Lip Rouge; Sachets, Mouth Washes, Hand and Face Creams and Lotions, Pomades, and Nail Polish.

220,000.—Letha B. Tyndall, St. Louis, Mo. (Filed Sept. 8, 1925. Used since Dec. 1, 1923.)—Hair Pomade, Face Powder, Face Cream and Talcum Powder.

220,034.—Louis Philippe, Inc., New York, N. Y. (Filed Sept. 9, 1925. Used since July, 1924.)—Rouge, Vanishing Cream, Tissue Cream, Cleansing Cream, and Lemon Lotion.

220,098.—Sebastian B. Wagner, Mackay, Idaho. (Filed Sept. 11, 1925. Used since on or about Dec. 2, 1924.)—Face Lotion.

220,117.—First National Laboratories, Incorporated, Lehigh, Pa. (Filed Sept. 11, 1925. Used since Mar. 1, 1922.)—Cold Cream.

220,160.—Ybry, Inc., New York, N. Y. (Filed Sept. 11, 1925. Used since Aug. 15, 1925.)—Perfumes, Toilet Water, Face and Talcum Powders, Bath Salts, Rouge, etc.

220,341.—Peter Habenschaden, New York, N. Y. (Filed Sept. 17, 1925. Used since July 1, 1923.)—Food Flavoring Extracts.

220,359, 220,360.—Pond's Extract Company, New York, N. Y. (Filed Sept. 17, 1925. Used since August 27, 1925.)—Shampoo.

220,406.—Charles Hewitt & Sons Co., Des Moines, Iowa. (Filed Sept. 18, 1925. Used since Jan. 1, 1915.)—Food-Flavoring Extracts—Namely, Vanilla.

220,407.—Charles Hewitt & Sons Co., Des Moines, Iowa. (Filed Sept. 18, 1925. Used since Oct. 8, 1910.)—Food-Flavoring Extracts—Namely, Vanilla.

220,446.—Cheramy, Inc., New York, N. Y. (Filed Sept. 19, 1925. Used since Sept. 10, 1925.)—Toilet Soaps and Shaving Creams.

220,448.—Cheramy, Inc., New York, N. Y. (Filed Sept. 19, 1925. Used since Sept. 10, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, etc.

220,523.—Grainger Bros. Co., Lincoln, Nebr. (Filed Sept. 21, 1925. Used since January, 1925.)—Food-Flavoring Extracts.

220,558.—Minute Chemical Co., Chicago, Ill. (Filed Sept. 21, 1925. Used since April 16, 1915.)—Soap and Cleaners.

220,613.—Night & Day Chemical Company, Water Valley, Miss. (Filed Sept. 22, 1925. Used since Oct. 1, 1921.)—Hairdressing.

220,720.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since November, 1914.)—Toilet Soap and Shaving Powder.

220,722.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since December, 1913.)—Toilet Soap and Shaving Powder.

220,723.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since May 1925.)—Toilet Soap and Shaving Powder.

220,725.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since November, 1914.)—Toilet Soap and Shaving Powder.

220,726.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since June, 1915.)—Toilet Soap and Shaving Powder.

220,728.—Karlsruher Parfumerie- Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since February, 1914.)—Toilet Soap and Shaving Powder.

220,731.—Frank Maronde, Chicago, Ill. Filed Sept. 24, 1925. Used since August 5, 1925.)—Laundry Soap.

220,888.—Caldon J. Darce, Jeanerette, La. (Filed Sept. 28, 1925. Used since Dec. 1, 1924.)—Food-Flavoring Extracts.

220,969.—George M. Mullin, doing business as Mullin Laboratories, San Francisco, Calif. (Filed Sept. 29, 1925. Used since Mar. 5, 1921.)—Liquid Massage Preparation.

220,980.—O. Temple, Dyersburg, Tenn. (Filed Sept. 29, 1925. Used since Sept. 1, 1924.)—Ointment for Use in the Treatment of Chapped Hands, and as a Face Massage.

220,982.—United Drug Company, doing business as Langlois, New York, Boston, Mass. (Filed Sept. 29, 1925. Used since July 17, 1925.)—Perfume, Toilet Water, Talcum, Face Powder, Face-Powder Compacts, Beauty Cream, Cleansing Cream, and Rouge.

221,018.—Lionel Trading Co., Inc., New York, N. Y. (Filed Sept. 30, 1925. Used since Feb. 4, 1924.)—Perfumes, Toilet Waters, Face Lotions, Face Creams, Face Powders, Rouges, and Lip Stick.

221,091.—The V. V. Campbell Company, Oklahoma City, Okla. (Filed Oct. 2, 1925. Used since June 12, 1924.)—Flavoring Extracts for Foods.

221,127.—Jean Martinat, doing business as Les Perfumes des Courtisanes, New York, N. Y. (Filed Oct. 2, 1925. Used since July 30, 1925.)—Face Powders, Face Creams, Perfumes, etc.

221,150.—United Drug Company, Boston, Mass. (Filed Oct. 2, 1925. Used since July 17, 1925.)—Perfume, Face Powder, Face Powder Compacts, Toilet Water, Rouge, Body Dusting Powder, Beauty Cream and Cleansing Cream.

221,158.—Homer Ashley, doing business as Ashley and Company, Dallas, Tex. (Filed Oct. 3, 1925. Used since Sept. 1, 1924.)—Hair Tonic.

221,199.—Ormont Drug & Chemical Co., Inc., Long Island City, New York. (Filed Oct. 3, 1925. Used since Aug. 27, 1925.)—Antiseptic Dentifrice.

221,201.—Ormont Drug & Chemical Co., Inc., Long Island City, N. Y. (Filed Oct. 3, 1925. Used since Jan. 2, 1925.)—Toilet Powder.

221,319.—James T. S. Hoffner, doing business as O-Che-Co Chemical Co., Glenside, Pa. (Filed Oct. 6, 1925. Used since May 28, 1923.)—Face Powders, Face Creams, Talcum Powders, etc.

221,322.—I. & G. Soap Works, Brooklyn, N. Y. (Filed Oct. 6, 1925. Used since Aug. 1, 1925.)—Powdered Soap.

221,333.—Solon Palmer, New York, N. Y. (Filed Oct. 6, 1925. Used since Sept. 4, 1925.)—Perfumes.

221,376.—J. Parker Pray, Inc., New York, N. Y. (Filed Oct. 7, 1925. Used since Oct. 22, 1925.)—Nail Polish.

221,377.—Joseph H. Quintero, Paris, France. (Filed Oct. 7, 1925. Used since Sept. 16, 1925.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Bath Salts, Lotion for the Skin and Hair, Brilliantine, Rouges, and Dentifrices.

221,486.—Martha E. Hancock, doing business as The Martha Hancock Co., Springfield, Mass. (Filed Oct. 9, 1925. Used since Dec. 1, 1922.)—Complexion Cream.

221,487.—Heine & Co., New York, N. Y. (Filed Oct. 9, 1925. Used since Sept. 18, 1925.)—Essential Oils Suitable for Perfumery purposes.

221,488.—James Hermans, New York, N. Y. (Filed Oct. 9, 1925. Used since Sept. 28, 1925.)—Soluble Powder Employed As a Dentifrice, Mouth Wash, and Throat Gargle.

221,498.—Thomas H. Nell, doing business as Combeasy Company, Long Beach, Calif. (Filed Oct. 9, 1925. Used since Oct. 1, 1924.)—Hairdressing.

221,528.—The Armand Company, Des Moines, Iowa. (Filed Oct. 10, 1925. Used since May, 1916.)—Face Powder.

221,598.—The Comfort Powder Co., Boston, Mass. (Filed Oct. 12, 1925. Under 10-year proviso. Used since about 1890.)—Hair Tonic and Shampoo Preparations.

221,624.—Lady Margaret Toilet Goods Co., Fort Worth, Tex. (Filed Oct. 12, 1925. Used since Apr. 23, 1924.)—Cleansing Cream, Muscle Oil, Pore Cream, Cucumber Cream, etc.

221,634.—George W. Noonan, San Bernardino, Calif. (Filed Oct. 12, 1925. Used since Oct. 1, 1925.)—Dandruff Remedy.

221,647.—Violet Tittle, Blountstown, Fla. (Filed Oct. 12, 1925. Used since July 6, 1925.)—Hair Tonic.

221,659.—Chickee Company, New York, N. Y. (Filed Oct. 13, 1925. Used since July 15, 1925.)—Face Creams, Cleansing Creams, Vanishing Creams, Face Lotions, etc.

221,666.—B. Metzger, doing business as Portland Hair Co., Portland, Oreg. (Filed Oct. 13, 1925. Used since July 1, 1918.)—Pharmaceutical Preparation. Used as a Shampoo for the Hair.

221,746.—Richard Hudnut, New York, N. Y. (Filed Oct. 15, 1925. Used since Sept. 28, 1925.)—Talcum, Tooth Paste, Face Powder, Bath Salts, Sachet, Tooth Powder, Almond Meal, Toilet Cerate, Headache Cologne, Smelling Salts, Vanishing Cream, Cold Cream, Perfumes, Lip Rouge, Bath Powder, Toilet Water, Skin and Tissue Cream.

221,872.—A. P. Babcock Company, New York, N. Y. (Filed Oct. 17, 1925. Used since Oct. 5, 1925.)—Face Powders, Face Creams, etc.

221,877.—Chicago Mail Order Company, Chicago, Ill. (Filed Oct. 17, 1925. Used since Feb. 1, 1923.)—Cleansing Cream, Face Cream, Vanishing Cream, etc.

221,920.—Frieda F. Shirley, Brookline, Mass. (Filed Oct. 17, 1925. Used since Mar. 11, 1925.)—Skin Lotions.

221,959.—The Grosse Company, Los Angeles, Calif. (Filed Oct. 19, 1925. Used since Oct. 16, 1924.)—Bleach Cream, Cleansing Cream, Tissue Cream, and Liquid Powder Base.

222,014.—Crystal-Lee, Inc., New York, N. Y. (Filed Oct. 20, 1925. Used since Feb. 19, 1925.)—Face Powders, Face Creams, Face Packs, Perfumes, Toilet Waters, etc.

222,045.—Perma Products Co., Bellingham, Wash. (Filed Oct. 20, 1925. Used since June 1, 1925.)—Bath Salts.

222,163.—Chicago Mail Order Company, Chicago, Ill. (Filed Oct. 23, 1925. Used since Feb. 10, 1925.)—Face Powder, Vanishing Cream, Cold Cream, Lip Stick, Complexion Cake, Rouge, Toilet Water, Talcum Powder, Bath Salts, Hair Tonic, Sachet Powder, and Perfume.

222,329.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Oct. 26, 1925. Used since January, 1922.)—Deodorants.

222,388.—Henry Walter McWhorter, doing business as The Harold Mack Importing Company (and Mack), Joliet, Ill. (Filed Oct. 27, 1925. Used since Sept. 20, 1925.)—Face Creams, Face Packs, Face Powders, Toilet Waters, Rouges, Perfumes, etc.

222,574.—Perlor Manufacturing Company, Springfield, Mass. (Filed Oct. 30, 1925. Used since Oct. 15, 1925.)—Tooth Powder.

222,751.—Lubin, Inc., Wilmington, Del., and New York, N. Y. (Filed Nov. 3, 1925. Used since Sept. 1, 1925.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Lotion for the Skin and Hair, Bath Salts, and Dentifrices.

222,760.—Parfumerie St. Denis, New York, N. Y. (Filed Nov. 3, 1925. Used since Apr. 21, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonic, Hair Oils, Dentifrices, Tooth Powders, Talcum Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Sachets, and Incense.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition)

M206,330.—Citrus Soap Company of California, San Diego, Calif. (Filed Nov. 5, 1924. Serial No. 204,852. Used since Oct. 1, 1924.)—Soap Powder.

M206,338.—Pfeiffer Chemical Company, New York, N. Y. (Filed July 22, 1925. Serial No. 217,735. Used since Dec. 2, 1903.)—Soap.

M206,518.—Charles B. Ainscoe, Gulfport, Miss. (Filed Oct. 10, 1925. Serial No. 221,530. Used since June 1, 1924.)—Skin Bleach.

M206,537.—Elgin American Manufacturing Co., Elgin, Ill. (Filed Aug. 13, 1925. Serial No. 218,800. Used since Feb. 29, 1924.)—Cosmetic Containers—viz., Powder Boxes, Rouge Boxes, Vanity Cases, Perfume Vials, Lip Stick Holders, and Eyebrow Pencil Holders, the Same Being Made of Nickel.

M206,539.—Harold H. Fries, doing business as Fries Bros., New York, N. Y. (Filed Aug. 8, 1925. Serial No. 218,547. Used since May 15, 1923.)—Solvents for Flavoring Extracts.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

DESIGNS PATENTED

68,779. Perfume Bottle. Guy T. Gibson, New Rochelle, N. Y. Filed Sept. 29, 1925. Serial No. 14,948. Term of patent 14 years.

68,820. Perfume Bottle. Charles Lionel Marcus and Joseph A. Fields, New York, N. Y. Filed Dec. 12, 1924. Serial No. 11,681. Term of patent 7 years.

68,821. Combined Perfume Bottle and Holder. Charles Lionel Marcus and Joseph A. Fields, New York, N. Y. Filed Dec. 12, 1924. Serial No. 11,685. Term of patent 7 years.

68,830. Bottle or Similar Article. Juliette L. Phippeau, New York, N. Y. Filed Aug. 21, 1925. Serial No. 14,548. Term of patent 14 years.

68,833. Candy Box or Similar Container. Charles C. Schuler, Winona, Minn. Filed Apr. 27, 1925. Serial No. 13,235. Term of patent 7 years.

68,982. Face-Powder Box. Frank J. M. Miles, New York, N. Y., assignor to Cheramy, Inc., New York, N. Y., a Corporation of New York. Filed Sept. 1, 1925. Serial No. 14,680. Term of patent 14 years.

PATENTS GRANTED

1,562,455. Toilet Case. Albert G. Jones, Chicago, Ill., assignor to Melba Manufacturing Co., Chicago, Ill., a Corporation of Illinois. Filed Dec. 1, 1924. Serial No. 753,044. 11 Claims. (Cl. 132-83.)

1. A toilet case comprising, a two part hinged receptacle, one of said parts adapted to receive a powdered material and having its sides inwardly converged, a gasket adapted to fit tightly within said sides and upon the material therein, a reticular member secured to said gasket and a bezel ring holding said gasket in place.

1,562,565. Hinge for Vanity Boxes and the Like. Carl Koze, Newark, N. J. Filed June 19, 1924. Serial No. 721,056. 2 Claims. (Cl. 16-128.)

1. A sheet metal hinge comprising a member in the form of a substantially cylindrical hollow seat open at one side, a member in the form of a hollow, substantially cylindrical, open-ended pintle lug having a shank, the pintle lug being rotatably received in the seat with the shank extending through the open side of the latter, and means integral with the ends of the seat engaging in the open ends of the pintle lug.

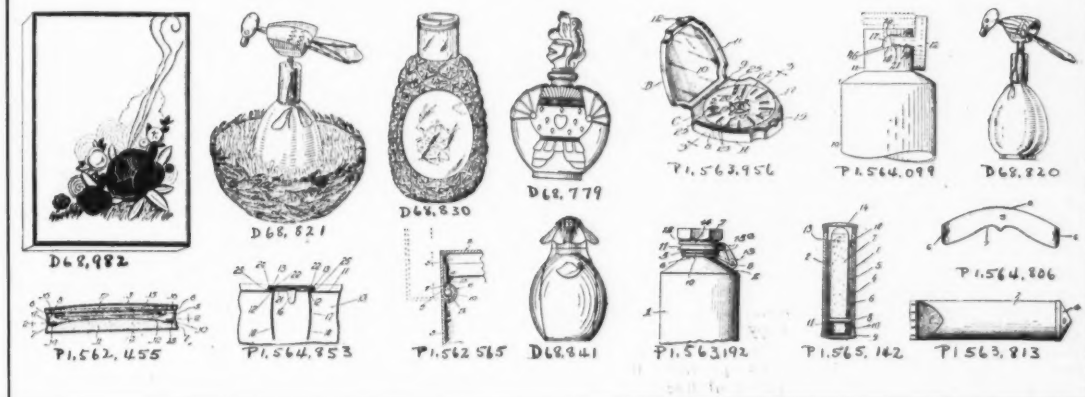
1,563,192. Collapsible Tube. William C. Huntoon, Jr., East Greenwich, R. I. Filed Apr. 17, 1925. Serial No. 23,849. 4 Claims. (Cl. 221-60.)

1. In combination with a collapsible tube having a collar spaced above the neck base, to form a groove, a wire in the groove having its ends spaced apart and having an intermediate straight part, a cap formed with a circular groove, and a second wire having an intermediate part coiled about the straight part of the first wire and engaged with the neck base and having its ends crossed and engaged in the groove of the cap in embracing relation thereto, said collar of the tube neck having a portion thereof equalling approximately the distance between the spaced ends of the first wire extended downwardly to lie in the space between the ends of the first wire so as to engage such ends and hold the first wire against rotation.

1,563,813. Closure for Fluid Containers. George Washington, Jr., and Robert Collier, Brooklyn, N. Y. Filed Nov. 18, 1924. Serial No. 750,540. 5 Claims. (Cl. 221-60.)

1. A closure device for fluid containers and the like, which device comprises a rigid wall section for the container provided with a discharge port and having a sleeve which extends inwardly from a projection in said wall and has its inner end shaped to form a section of a helix, combined with a cap adapted to closely fit the exterior of said rigid wall section provided with a perforation adapted to register with the discharge port in said wall section and rigidly mounted on a shaft journaled in said sleeve, the inner end of said shaft having a radial projection adapted to engage the helically shaped inner end of said sleeve, whereby, when said cap and shaft are rotated in a direction to swing said cap perforation out of registry with said discharge port, said projection from the shaft rides up the inclined surface

PATENTS



of the inner end of said sleeve and thereby pulls said cap against the container wall and forms a fluid tight closure of the said discharge port.

1,563,956. Vanity Case. George T. Bates, Elgin, Ill., assignor to Illinois Watch Case Company, Elgin, Ill., a Corporation of Illinois. Filed June 3, 1925. Serial No. 34,514. 3 Claims. (Cl. 132-83.)

1. A vanity case in which is a top plate with a seat therein, a circular shaker plate mounted on the seat, there being openings in the two plates adapted to register when the shaker plate is rotated to a predetermined position, and a detachable pivotal connection between the two plates comprising a pin carried by the one and extended through an opening in the other, there being a pair of slots oppositely extended from the opening, and a hub carried by the pin adapted to enter the plate opening, there being a pair of fingers extended from opposite sides of the hub in a manner to pass through the slots in the plate opening and when turned relative therethrough, to secure the one plate to the other, substantially as described.

1,564,099. Closure for Containers. Charles M. Morton, Buffalo, N. Y. Filed Feb. 9, 1923. Serial No. 618,106. 1 Claim. (Cl. 215-64.)

A container comprising a body having its neck provided on opposite sides with integral grooves the upper and lower sides of which are inclined, and a cap engaging with the top of said neck and provided on opposite sides of its periphery with downwardly extending arms arranged on opposite sides of the neck and provided at their lower ends with inwardly projecting lugs which engage with the inclined sides of said grooves, said cap arms and lugs being formed integrally of the same material and the upper and lower sides of said lugs being inclined at the same angle as the upper and lower sides of said grooves, and the upper end of each of said grooves having an enlargement of sector-shape, one radial side of said enlargement being in line with the bottom of the respective groove and forming a continuation thereof, the other radial side being upright, and the arc of said enlargement connecting the top of said groove and the top of said upright side and curved about an axis which is arranged at the junction between the lower end of said upright radial side and the radial side which forms the extension of the bottom of the respective groove; and said enlargement having a radius substantially equal to the width of the respective lug arranged therein and said lugs being adapted to fulcrum at the junctions between said radial sides of said enlargements.

1,564,375. Dental Paste. Joseph L. Smith, Denver, Colo. Filed June 30, 1923. Serial No. 648,801. 5 Claims. (Cl. 106-6.)

1. A vehicle for temporary tooth fillings and the like comprising beeswax and a substance having the characteristics of petroleum jelly.

5. An improved dental paste consisting of beeswax 1 part, petroleum jelly 3 parts, calcined magnesium 1 part, sodium baborate 1 part, and sodium bicarbonate 2 parts.

1,564,806. Lip Stencil. Samuel Wieder, New Kensington, Pa. Filed Jan. 24, 1925. Serial No. 4,469. 5 Claims. (Cl. 132-1.)

1. A lip stencil comprising a bendable plate having finger-holds thereon, and a lip-shaped stencil edge on the plate.

1,564,853. Pouring Device for Containers. Sherman Jackson, Akron, Ohio, assignor of one-half to Lawrence B. Trowbridge, Akron, Ohio. Filed Oct. 16, 1924. Serial No. 743,964. 4 Claims. (Cl. 221-11.)

4. A pouring device for containers, comprising a trough movable through an opening in the top of the container and a slide movable over the trough to retain the latter in closed position, said top and said slide having interengaging means thereon for locking said trough in its closed position and sealing said container.

1,565,142. Lip-Stick Holder. Charles Newton Coryell, Mamaroneck, N. Y. Filed Aug. 8, 1923. Serial No. 656,393. 2 Claims. (Cl. 206-56.)

1. In a holder of the character disclosed, concentrically disposed relatively rotatable tubular members, one having a longitudinal slot and the other a helical slot, an open-ended carrier guided in the inner tubular member and having a pin transverse of the carrier and extending beyond the side thereof at the bottom of the carrier providing a stop for an article in the carrier, said extended portion operating in the longitudinal and helical slots in the two members, the inner member being closed at one end by an operating head provided with a shoulder rotatably engaged by the adjoining end of the outer member, the opposite end of the inner member being open and having an outwardly turned flange rotatably engaging over the adjoining end of the outer slotted member, whereby said outer slotted member is rotatably confined between the shoulders provided by the head and out-turned flange at the opposite ends of the inner member, a casing fixedly engaged over the outer slotted member and a cover for the open end of the holder, said cover engaging over the end of the casing and said casing having an internal shoulder engaging over the out-turned flange on the end of the inner slotted tubular member.

Count Yourself a Failure

You may be a man of big affairs, accustomed to seeing your name often in the morning papers. You may own a thousand-acre estate with servants enough for a King's castle. You may own some of the best treasures in literature and some of the best treasures in art. You may be working ten hours a day, or you may be working ten hours a month. However, if you are not doing some little thing to make this world better in some little way, you may count yourself a failure.—*Silent Partner.*

REGISTERING TRADE MARKS IN CHINA

The Chinese Government has agreed to a third extension of the term for the registration of trade marks under Article IV of the Chinese Trade Mark Law, according to information received by the Foreign Commerce Department of the Chamber of Commerce of the United States from the American Chamber of Commerce of Shanghai. The extension is to December 31, 1925.

The American Chamber at Shanghai also reports that up to June 30, 1925, a total of 3,989 trademarks had been registered under the new Chinese Trade Mark Law, classified according to nationality as follows: Japanese, 1,221; Chinese, 965; German, 941; British, 589; American, 245; Dutch, 10; Swedish, 10; Swiss, 7; and French, 1.

The Chamber says "it would appear that there are still a number of American trade marks used on commodities sold in fair quantities in China which have not registered under the new law in China. A copy of the Law and detailed regulations has been published by the Bureau of Trade Marks at Peking. Article IV provides that if a trade mark has been used for a period of five years prior to the enactment of the law, viz., May 3, 1923 (this would mean since May 3, 1918) application may be made for immediate registration and the restrictions laid down in Clause 5 of Article 2 and in Article 3, do not apply. Clause 5 of Article 2 provides that:

"Devices which are identical with or similar to a mark belonging to another person and generally known to the public as being used for identical goods cannot be registered."

Article 3 provides: "When two or more persons apply separately to obtain registration for an identical or similar trade mark which is to be used for identical goods, only that person who actually first used such trade mark shall be granted registration; but registration shall be granted to a person who shall first make application, provided that no one of the applicants has used such trade mark before or provided that a former use cannot be established. If the applications are of the same date, the mutual agreement of the applicants shall govern; if they do not agree, none of such trade marks shall be registered."

It will be seen, therefore, that important benefits are obtained in the case where it can be proved that a trade mark has already been in use in China since May 3, 1918. Failure to apply for registration before December 31, 1925, however, does not preclude an applicant from applying for registration in accordance with Article 26 of the law. But an application under Article 26 must first be published for six months in the *Trade Mark Gazette* for purpose of opposition and is subject to all restrictions in the law.

Where a trade mark has not been used in China continuously since May 3, 1918, application may be made under Article 26 at any time, but as cases have already occurred where Japanese and Chinese have applied and received registration on trade marks which infringe American trade marks, it will be seen how important it is for American firms to apply for registration under the new law as soon as possible.

Fixed Retail Prices for German Toilet Articles

Assistant Commercial Attaché Douglas Miller, Berlin, reports that as a part of the German government's campaign to reduce prices and cut down the spread between the values set for the producer and consumer, the Ministry of Commerce has urged the adoption of fixed retail prices on drug and toilet preparations. The tendency is to set prices in even marks, or half or quarter marks, without a range of prices between these figures.

The German government strongly criticized the action of the German Druggists' Association in urging all manufacturers to increase the pre-war per cent of profit for the retailer at least 5 per cent in setting fixed prices, and to undertake a passive resistance in the case of manufacturers who refuse to mark up their prices. The success of such a price raising campaign seems unlikely in the face of the government's action and the publicity attending it.

PALMOLIVE'S INFRINGEMENT SUIT

As reported briefly in our November issue (page 544) the Pennsylvania Soap Co., Lancaster, Pa., was restrained by Judge Oliver B. Dickinson of the U. S. District Court, Eastern District of Pennsylvania, September 4, from using, advertising or exhibiting the words "Palm and Olive" in combination in connection with the manufacture or sale of soap in such a manner as to lead the public to believe when they are purchasing soap manufactured by the Pennsylvania Soap Co. that they are purchasing "Palmolive" soap made by the Palmolive Co. Further particulars are now available.

Suit was begun by the Palmolive Co. against the Pennsylvania Soap Co. last August. In the complaint the Palmolive Co. pointed out that it has been manufacturing since 1900 soap wrapped in a solid green crepe paper wrapper with a black paper band on which the name "Palmolive" is printed in gold. Prior to 1900 it is alleged there was no such package and the name "Palmolive" was not used.

As a result of wide advertising and aggressive sales methods the Palmolive Co. alleges that it has built up a world wide business with sales amounting in 1924 to \$14,000,000. In 1925 the advertising expenditure alone amounts to \$4,000,000. The company has 25 offices in the United States and employs 450 salesmen to maintain its good will and sales volume.

In its defense the Pennsylvania Soap Co. showed that the "Palm and Olive" soap wrapped in a green wrapper with a black band on which the name was printed in the center was made for the Federman Co., of Akron, Ohio. An order for 100 gross was placed with the Pennsylvania Soap Co. last June, half of which was shipped and delivered, the balance of the order being cancelled by the Pennsylvania Soap Co. on notice of infringement from the Palmolive Co.

Inasmuch as the Pennsylvania Soap Co. did not manufacture or sell the soap for its own use, no accounting for profits or damages was allowed, but costs were assessed on them.

Pynelyptus Protest Is Sustained

The United States Court of Customs Appeals has affirmed the judgment of the Board of General Appraisers in the case of the United States vs. the American Shipping Company involving duties on a combination of essential oils called pynelyptus. The commodity was assessed at 40 cents per pound and 50 per cent as perfume materials. The importer protested that it was properly dutiable at 20 per cent as a nonenumerated manufactured article. The Board of General Appraisers sustained the protest of the importer and the judgment of the board was affirmed by the court.

Evidence Taken in Narcissus Case

Testimony was taken in the case of Caron Corp., versus Condé, before Judge Bijur in the Supreme Court in New York County, December 9 and 10. The case has been pending in this court for a year and it involves the shape of the bottle and a contention by Caron that Condé is using the word "Narcissus" in an arbitrary sense rather than in a descriptive sense. By stipulation by the attorneys, Condé has refrained from using black in its package.

Origin of Bobbed Hair Is Discovered

Hollywood, California, sends the following information regarding the genesis of a modern fashion: "Bobbed hair was in vogue during the French revolution, at least by women who faced decapitation by the guillotine. Testimony to this was disclosed in a grim little satire, written by a French woman in the time of the Commune, which was found in a mass of French books and manuscripts obtained by a large motion picture studio for research work. The writer commented on the prevalence of shorn tresses in this wise:

"It is the custom before women are executed to cut off their hair, that it may not interfere with the executioner's blade. So all Royalist women go to the guillotine with their hair off at the neck. Incidentally, the head soon follows this example.

"Grisettes, as a bit of humor, began cutting their hair the same way—aping the aristocrats in their last fashion. They are finding that it is comfortable and the custom is growing. No one knows where it will stop."



DOMINICAN REPUBLIC

PERFUMERY CUSTOMS REPORT.—The report of William E. Pulliam, general receiver of customs under the American-Dominican convention of 1907 for the calendar year 1924 has just been made. Imports of perfumery, cosmetics and other toilet preparations for 1924 totalled \$103,229 in value as against \$88,286 in the previous year. In 1924 France was again first with \$52,925 and the United States second with \$36,589. Other nations divided the remainder with small amounts.

DOMINICAN SOAP TRADE.—In 1924 the United States again led in soap imports, the chief items being as follows, that of the United States for 1924 being more than the entire total for 1923:

From—	Year 1923		Year 1924	
	Kilos	Value	Kilos	Value
United States...	2,030,580	\$299,730	2,202,929	\$314,852
Cuba	77	113	173,869	23,211
Porto Rico	49,933	4,333	124,724	12,087
France	2,818	2,076	9,725	4,763
Germany	4,901	2,374	5,913	2,765
Others*				
Totals	2,113,515	\$314,415	2,546,244	\$367,936

* Amounts and values small; included in totals.

GREECE

EXPORT TAX CHANGES ON OLIVE OIL AND SOAP.—The taxes on olive oil and soap to be exported from, or transported in, Greece are fixed as follows by a legislative decree, published September 29, 1925.

Olive oil: 12 per cent of its average market price.

Soap: (a) Made of olive oil, 0.50 drachma per oke, and (b) made of olive-stone oil, 0.25 drachma per oke, as long as the average market price of olive oil is fixed at 10 drachmas per oke; to be raised or lowered 0.05 drachma for soap made of olive oil, and 0.0025 drachma for that of olive-stone oil, for each drachma in the future price above or below the average market price of olive oil of 10 drachmas per oke.

[1 oke equals 2.82 pounds; 2,225 Venetian pounds equal 1 ton of 2,240 pounds.]

The above taxation is extended to cover the 12 municipalities of Volos and the islands of Chios, Samos, and Thassos.

The average market price of olive oil, olive oil lees, and olive-stone oil is to be fixed every three months by a commission of five members, to be appointed by decree.

JAPAN

PEPPERMINT PRODUCTION IN KOBE DISTRICT.—The production of peppermint oil in the Sonobe district, which is

(Continued on Page 608)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The market throughout the month has been active, but in a more or less restricted fashion. There has been a great deal of business done, but it has been principally by way of small orders for immediate consumption. Heavy buying has been in evidence in no item on the list. In general, this has not been because of lack of need for goods on the part of the consumers. Rather has it been due to the excessively high prices which prevail on a great many materials on the list. Current levels, especially those prevailing on domestic oils, have been so high that it has been practically impossible for consumers to purchase in the usual quantities.

Trade during the pre-holiday period has been quite active on the whole. There has been some slight let down during the last week or two, due to the close approach of the holiday season and the fact that there are other matters which engage the attention of the trade at this time. This let-down is expected to be a feature of the market during the remainder of the current month and the first part of January. However, no effect upon prices has been in evidence and none is expected. Stocks are pretty generally small and the holders are confident that they will be able to secure their full asking prices without much difficulty.

Early in the month under review, the strength of peppermint was the feature of the market. More recently, however, there has been less emphasis upon this article. The employment of substitutes has been increasing, both menthol and dementholized Japanese oil in addition to the available synthetic substitutes have been used for this purpose. Prices closed the month showing a net gain of about \$3 over those for the preceding period. The market is strong, but has shown little tendency to move in either direction in recent weeks. The other domestic oils have been similarly firm. Spearmint is higher. Erigeron and wormwood have advanced rather sharply. Tansy is scarce and stronger. Pennyroyal is much firmer than it has been recently although prices are held down by the presence of fair quantities of European oil in the market.

Strength in wormseed has been a feature of the group of domestic oils. Trading in the article has been fairly active, but the chief stimulus in the sharp advance which has taken place has been the exceptionally well controlled country position. Holders of oil in Maryland are firm in their ideas and the surplus available from last year has been virtually exhausted. Hence they are getting full asking prices for their oil and are advancing these prices almost upon receipt of every order.

The citrus group has also been featured by somewhat greater firmness. Bergamot has advanced quite sharply on the rapid absorption of surplus stocks of rather low grade oil which were a disturbing factor in the market. Lemon is sharply higher abroad as was generally anticipated. The

New York market has failed to advance only because of lack of demand. Orange is higher here and for shipment. According to reliable Italian reports, all of these oils have been considerably underproduced and are likely to be higher rather than lower as the season progresses.

Seed and spice oils have continued irregular with no definite trend in evidence. Clove is much firmer. Ginger on the other hand, is quite sharply lower. There is talk of higher prices in caraway owing to a reaction upward in the price of the seed. However, nothing has taken place as yet. Anise is much easier both in China and in this market. Cassia is easier in China after a period of considerable strength. Technical cassia has eased off in New York, but the rectified grade continues very firm with not much offering.

Miscellaneous items have been featured by a strong advance in vetiver which is extremely scarce in the spot market. In addition there has been much greater firmness in Java citronella owing to fair buying, a short crop and very high shipment quotations. Ceylon oil is higher for shipment but the New York market is still weak and unsettled on account of the surplus of oil available here, the holders of which seem extremely anxious to dispose of goods.

Floral oils have been dull but quite firm. Rose is strong for the better brands although there is still quite a lot of comparatively cheap materials available. Lavender may advance further. Rosemary is quite firm. Demand for neroli has been unimportant and prices are irregular and unsettled. All sorts of prices are quoted on this article as to seller. The quality of the offering is the determining factor in the situation.

Synthetics and Aromatic Chemicals

The market has been reasonably active and quite firm during the period under review. Early in the month, a considerable volume of pre-holiday buying was reported and prices on both imported and domestic items seemed somewhat firmer. Later in the period activity died down rather sharply and toward the close of the month of November and during the first half of December, there was less business. Prices on the whole, were well maintained. Competitive conditions between domestic and foreign factors were quite keen. They resulted in rather sharply lower prices on some of the items on the list. By far the greater number, however, continued at former levels and without quotable change. Both domestic manufacturers and importers expressed themselves as well pleased with the result of the pre-holiday business.

Not a great many important changes were made. Benzyl acetate and benzyl alcohol were slightly lower. Citronellol was also rather sharply lower in competition. Geraniol dropped quite sharply on lower cost and the presence of rather heavy quantities of foreign goods on the market. Musks were quite steady. Vanillin advanced sharply and was apparently slated for a still higher price later in the year.

Vanilla Beans

The situation has developed about as indicated in our November review. There has been a fair volume of business done at the lower levels of prices, but it has not resulted in anything approaching an upward reaction in the market. Bourbons are still lower, despite a fair spot trade. So are South Americans and Tahitis. The decline in Mexicans apparently has started with the arrival of some fairly low cost beans from Vera Cruz. Stocks of this quality are not as yet very heavy but competition with other grades has resulted in a rather sharp drop in values which affected cuts first and later whole beans. The trend toward lower levels seems likely to continue in Mexicans which are now rather disproportionately high. In the other grades, some interests profess to see the bottom of the market as already reached. Others believe that further cuts will be made to be followed by a fair upward reaction which will establish the new "normal" value of vanilla.

Sundries

On the whole, it has been a quiet market. The feature has been the rather sharp decline in menthol which took place as a result of selling pressure from Japan and the fact that certain interests on the spot market have been

offering menthol direct from import to the consumers. This has brought the regular trade down to levels which in many instances cannot be called profitable. A feature is the fact that prompt shipments and distant futures are quoted on virtually the same basis for import. To many this is an indication of a sharp recovery in values to come. Menthol is not yet cheap, but it seems to be about as low as it is likely to go at present, especially in view of the exceedingly high price of American peppermint oil and the tendency on the part of some buyers of the latter to purchase menthol in an effort to piece out stocks of peppermint. Other sundries were quiet and showed few changes of any consequence.

ABOUT A NEW PRODUCT: CELLOPHANE

Cellophane has been manufactured in this country for less than two years, yet its increasing acceptance by the perfumery and drug trade as a peculiarly suitable wrapping material has been one of the features of these industries during the recent months. It has found a wide use in overwrapping boxes or packaging, especially in the case of bottles of hair tonic, toilet water, drugs, etc., boxes of drugs, face powder and boxes containing bottles of perfume, cloth bags of bath salts and likewise bottles of bath salts, together with other similar articles. An increasing use has also been found for it in envelopes and bags for bath salts, powder puffs, and a host of other products.

Its chemical composition according to the best information available makes it an ideal wrapper for articles where cleanliness, sweetness, daintiness, and the utmost safeguarding against all manner of impurities, dirt, grease and grime are necessary. It is one of the most modern of the chemical developments, which have marked progress in recent years, along the lines of producing materials which serve special needs in industry and the arts. Cellophane is a wood product which, in some thicknesses, is as thin as tissue but with an exceptional tensile strength, transparent as glass, but non-fragile, waterproof, and impervious to grease and oil. The raw material used in its manufacture is pure wood pulp. Its discovery is of special importance to the perfumery and toiletry trades and all industries which must have an exceptional material for wrapping purposes because its chemical characteristics place in the hands of manufacturers a product which contains no animal matter and therefore cannot decompose; which is germ-proof, odorless and odor-proof; which permits articles enclosed in this fabric to be dry sterilized in the factory and which will remain so. The cleanliness of its qualities was soon recognized by physicians who have used it to advantage in their professional work. It is not only useful in sterilizing surgical instruments but a cellophane bandage serves the purpose of protection and the transparency of the material allows a view of the healing of the wound.

For purposes of industry, however, the material not only has these wholesome qualities of being germ and bacteria-proof and of a supreme cleanliness, but it has in addition a beauty which makes it especially attractive to sight and touch.

Parcel Post Pact With Cuba in Effect Jan. 1

A parcel-post convention with Cuba becomes effective for a period of 18 months from January 1, 1926, pending the modification or repeal of certain statutes which prohibit the importation into the United States by mail or parcel post of cigars and cigarettes in quantities of less than 3,000 in a single package, thus excluding some of Cuba's most important articles of export.

Provision is made for the exchange of parcel-post packages, ordinary and registered, exceeding 8 ounces up to and not exceeding 11 pounds in weight, and requires the sealing of parcels with wax, adhesive tape, or in some other acceptable manner.

An indemnity is provided not to exceed \$10 for the total loss (wrapper and contents) of registered parcel-post packages exchanged between the two countries.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$3.00@	\$3.25
S. P. A.	3.25@	3.35
Sweet True	1.00@	
Apricot Kernel	.62@	.65
Amber, crude	.60@	.70
rectified	.90@	1.00
Amyris balsamifera	1.95@	
Angelica Root	30.00@	40.00
Anise, tech	.67½@	
Lead free, U. S. P.	.72½@	
Aspic (spike) Spanish	1.50@	
French	1.65@	
Bay, Porto Rico	2.35@	
West Indies	2.65@	
Bergamot, 35-36 per cent	5.50@	6.00
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.00@	4.00
Birchtar, crude	.18@	
rectified	.55@	
Bois de Rose, Femelle	3.40@	
Cade, U. S. P. "IX"	.33@	
Cajeput, Native	.95@	
Calamus	4.00@	
Camphor, "white"	.15@	.16
sassafrassy	.18@	
Cananga, Java Native	3.00@	
rectified	3.30@	
Caraway Seed, rectified	1.75@	
Cardamon Ceylon	40.00@	
Cassia, 80@85%	2.75@	nom.
rectified, U. S. P.	3.65@	
Cedar Leaf	.90@	1.00
Cedar Wood	.60@	.65
Celery	9.00@	
Chamomile	6.00@	7.50
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon	.50@	.55
Java	1.00@	
Cloves, Bourbon	2.50@	2.75
Zanzibar	2.15@	
Copaiba	.55@	.65
Coriander	9.00@	
Croton	1.00@	
Cumin	11.00@	12.00
Cypress	6.50@	
Cubebs	5.00@	
Dillseed	4.00@	6.00
Erigeron	7.00@	
Eucalyptus Aus. "U.S.P."	.65@	.70
Fennel, Sweet	1.00@	
Geranium, Rose, Algerian	4.50@	
Bourbon	4.00@	
Turkish (Palma rosa)	3.50@	
Ginger	9.25@	
Gingergrass	2.75@	
Guaiac (Wood)	4.25@	
Hemlock	.90@	
Juniper Berries, rectified	2.50@	
Juniper Wood	.65@	
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	5.50@	7.00
Lemon, Italian	2.15@	2.50
Calif.	2.15@	
Lemongrass	1.25@	
Limes, distilled	2.50@	
expressed	6.00@	
Linaloe	3.10@	
Mace, distilled	2.00@	
Mirbane	.15@	
Mustard, genuine	12.00@	15.00
artificial	2.25@	2.50

Neroli, Bigrade, Pure	80.00@	100.00
Petale, extra	100.00@	130.00
Nutmeg	2.00@	
Orange, bitter	2.80@	
sweet, W. Indies	2.80@	
sweet, Italian	3.10@	3.50
Calif.	3.00@	
Origanum, imitation	.35@	
Orris Root, concrete, domestic	4.50@	
foreign (oz.)	5.00@	
Orris Root, absolute (oz.)	70.00@	
Parsley	8.00@	
Pennyroyal, American	2.50@	
French	2.75@	
Peppermint Natural	28.00@	nom.
Redistilled	29.00@	nom.
Petit Grain, So. American	2.40@	
French	15.00@	
Pimento	6.00@	
Pinus Sylvestris	1.00@	
Pumilions	2.25@	
Rose, Bulgaria (oz.)	10.00@	15.00
Rosemary, French	.60@	
Spanish	.42½@	
Rue	4.00@	
Sage	1.50@	2.50
Sage, Clary	30.00@	
Sandalwood, East India	7.35@	
Santalum Cygnorum	5.00@	
Sassafras, natural	.90@	
artificial	.33@	
Savin, French	2.00@	
Snake Root	15.00@	
Spearmint	13.75@	
Spruce	.90@	
Tansy	7.00@	
Thyme, French, red	1.00@	
white	1.10@	1.25
Spanish red	.90@	1.00
Valerian	15.00@	
Vetivert, Bourbon	20.00@	
Java	18.00@	
East Indian	30.00@	35.00
Wintergreen, Southern	4.50@	
Penn. and Conn.	8.00@	9.50
Wormseed	6.75@	
Wormwood	7.50@	
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	10.00@	12.00

OLEO-RESINS

Capsicum	2.15@	
Ginger	3.75@	3.85
Cubeb	4.25@	
Malefern	2.15@	
Oak Moss	15.00@	15.50
Orris	6.00@	15.00
Pepper, Black	3.85@	
Vanilla	11.00@	12.00
Acetaldehyde 50%	2.00@	
Acetophenone	4.00@	5.00
Aldehyde C 14	22.50@	
C 16	70.00@	75.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.75@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom	1.50@	
foreign	1.75@	
Amyl Valerate	3.00@	3.50
Anethol	1.30@	

DERIVATIVES AND CHEMICALS

Anisic Aldehyde, dom	3.50@	
foreign	3.75@	
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	
Benzilidenacetone	3.00@	4.50
Benzophenone	5.50@	
Benzyl Acetate, dom	1.15@	
foreign	1.15@	1.30
Benzyl Alcohol	1.25@	
Benzyl Benzoate	1.35@	1.50
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.25@	
Benzyl Propionate	5.25@	
Borneol	2.75@	
Bornylacetate	3.50@	
Bromstyrol	4.00@	4.50
Carvol	6.25@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	5.00@	6.50
Cinnamic Aldehyde	3.00@	3.50
Citral, C. P.	3.00@	3.50
Citronellol, dom.	5.75@	7.00
foreign	5.85@	7.00
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Diethylphthlate	.35@	
Diphenylmethane	1.75@	2.50
Diphenyloxide	1.00@	1.40
Ethyl Acetate	.50@	
Ethyl Benzoate	1.85@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.75@	
Ethyl Formate	1.00@	
Ethyl Propionate	2.00@	
Ethyl Salicylate	2.50@	
Eucalyptol	1.00@	
Eugenol	3.00@	3.50
foreign	3.00@	3.50
Geraniol, dom	2.85@	3.25
foreign	3.00@	4.50
Geranyl Acetate	4.75@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom	1.85@	
foreign	2.10@	2.35
Hydroxycitronellal	9.00@	12.00
Indol, C. P. (oz.)	7.00@	9.00
Iso Butyl Benzoate	5.00@	
Iso Eugenol	4.00@	
Linalool	5.00@	6.50
Linalyl Acetate 90%	7.50@	8.00
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.50@	4.00
Methyl Anthranilate	2.50@	3.50
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.25@	5.00
Methyl Eugenol	7.75@	10.00
Methyl Heptenone	9.00@	
Methyl Heptene Carbon	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octine Car	27.00@	35.00
Methyl Paracresol	6.00@	
Methyl Phenylacetate		
Art, Honey Aroma	5.00@	6.50
Methyl Salicylate	.43@	.48
Musk Ambrette	8.00@	9.25
Ketone	9.00@	11.00
Xylene	2.50@	3.25
Nerolin	1.50@	1.75
Nonylic-Alcohol	40.00@	52.00
Phenylacetaldehyde 50%	7.25@	10.00
imported	7.25@	10.00
Pure	14.00@	16.00

(Continued on Next Page)

Phenylacetic Acid	3.25@	4.00	Balsam Peru	1.95@		Peach Kernel meal35@	
Phenyl Ethyl Acetate ..	12.00@	15.00	Tolu	1.60@	1.85	Rhubarb Root, Shensi ..	.55@	
Phenyl Ethyl Butyrate ..	16.00@	20.00	Beavor Castor	4.50@	7.00	High Dried42@	
Phenyl Ethyl Formate ..	18.00@		Cardamon Seed, green ..	1.85@		Powdered47@	.50
Phenyl Ethyl Propionate	18.00@		decort	2.65@		Rice Starch09@	.12
Phenyl Ethyl Alcohol, do-			Castoreum	4.00@		Rose leaves, red	2.00@	
mestic	5.50@	6.00	Chalk, precipitated03½@	.06½	pale65@	
imported	5.50@	6.50	Civet horns225@		Sandalwood chips45@	.50
Rhodinol, dom	15.00@	24.00	Guarana75@	.80	Saponin	1.25@	
foreign	18.00@	20.00	Gum Benzoin Siam	1.25@	1.60	Styrax47½@	2.20
Safrol36@		Sumatra25@	.40	Tale, domestic	(ton)	18.00@ 40.00
Skatol, C. P. (oz.)	9.00@	10.00	Gum Gamboge, pipe	1.20@		French	(ton)	40.00@ 45.00
Terpineol, C. P., dom ..	.34@	.38	powdered	1.40@		Italian	(ton)	50.00@ 65.00
imported36@	.46	Kaolin03@	.03½	Vetivert root30@	
Terpinyl Acetate	1.50@	1.75	Lanolin hydrous17@	.19	Zinc Stearate26@	.30
Thymol	4.50@		anhydrous20@	.23			
Vanillin52@	.57	Menthol, Jap.	8.25@	9.00			
Violet Ketone Alpha	5.00@	9.00	synthetic	7.75@	8.50			
Beta	6.25@	8.00	Musk, Cab, pods .. (oz.)	18.00@	20.00			
Yara Yara	1.65@	2.00	grains	26.00@	28.00			
			Tonquin, gr. (oz.)	36.00@				
			pods	32.00@				
			Orange flowers	1.00@				
			Orris Root, Florentine ..	.11@	.14			
			powdered14@	.30			
			Orris Root, Verona10@	.12			
			powdered13@	.25			
			Patchouli leaves25@				

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal28@	.30
Ambergris, black .. (oz.)	15.00@	18.00
gray	30.00@	35.00
Balsam Copaiba S. A. ..	.47@	
Para42@	

FOREIGN CORRESPONDENCE

(Continued from Page 605)

the center for peppermint growing in the Kobe consular district, is estimated for the calendar year 1925, and confirmed substantially by local dealers, as follows: June crop produced 355,000 pounds of crude peppermint oil; August crop, 310,000 pounds; and October crop will produce 280,000 pounds of crude peppermint oil. As the Sonobe peppermint plants are harvested three times a year, while those in the Hokkaido, the second largest peppermint area in Japan, yield but one harvest, Sonobe crops determine prices until the late summer months, when forecasts from the Hokkaido begin to affect prices and terms.

MEXICO

FACILITIES FOR A PERFUME INDUSTRY IN MEXICO—According to information published by the Mexican Embassy in Paris, firms or capitalists intending to establish new industries in that country will be granted every assistance and facility, such as exemption from Customs duties on all the machinery, materials, etc., required for the installation and running of any such factory. This information has been supplemented by news sent to Berlin to the effect that the report published in France is equally applicable to Germany, and it is pointed out that there would be an especially favorable opening for perfume factories. Mexico possesses abundant floral wealth, says the *Seifen-sieder Zeitung* which would form an inexhaustible source of supply of raw material for the perfume industry. This source of raw material has so far been exploited to a very restricted extent; hence Mexico is compelled to import her supplies of essential oils and perfumes from France, the United States, and Germany.

PORTO RICO

LICENSE TAX FOR PERFUMERS.—License taxes on certain kinds of businesses are provided for in the internal-revenue law of Porto Rico of August 20, 1925. These taxes became effective October 1, 1925. Before engaging in any of the

businesses specified in the act, the company or individual must pay the specified tax, and, if the same company carries on business in several places, it must pay the tax for each locality. Wholesale dealers in perfumery containing alcohol are taxed: first class, \$25; second class, \$15. The classes are fixed by the amount of annual sales.

Among the articles formerly subject to the excise tax, but which are now exempt, are perfumery, soap and medicines. The rates on alcohol and barbers' chairs remain.

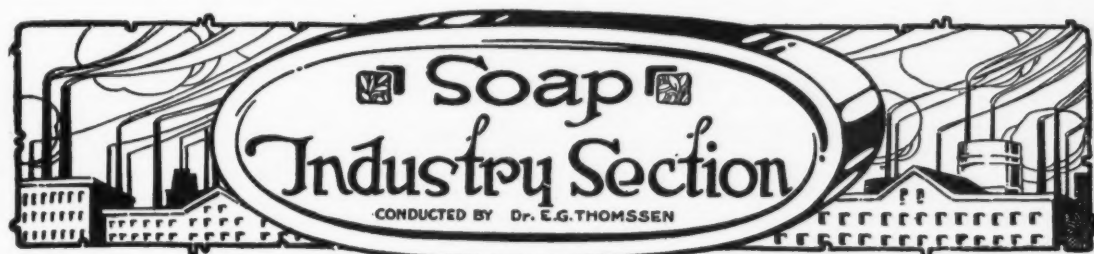
If the holder of the license fails to comply with the internal-revenue law or regulations, his license may be revoked by the treasurer of Porto Rico. Any person engaging in any business subject to the license, without having secured a license, or continuing in business after the license has been revoked, shall be guilty of a misdemeanor. If the offender is a manufacturer, his plant and property found on his business premises may be seized by the treasurer of Porto Rico and sold at auction to cover payment of the tax. If a dealer defaults, his merchandise which is subject to the tax may be seized by the treasurer and sold at auction as in the previous case.

SUDAN

REDUCED IMPORT DUTY ON PERFUMERY AND TOILET PREPARATIONS CONTAINING ALCOHOL—The import duty on all perfumery and toilet preparations containing alcohol exceeding 2 per cent of their volume has been reduced, effective October 26, 1925, from 270 millimes (approximately \$1.35) to 200 millimes (approximately \$1) per liter of alcohol.

Exporters of these products to the Sudan should indicate the following particulars on the invoice, or, if shipped by parcel post, on the customs declaration affixed to the parcel: (a) Nature or liquid; (b) number of bottles; (c) total volume of liquid in liters; and (d) total volume of pure alcohol in liters.

In the case of liquid perfumery and toilet preparations that contain no alcohol or contain alcohol not exceeding 2 per cent of their volume, this fact should be stated on the invoice or postal customs declaration.



SPECIALTY SOAP SECTION MEETS

The Soap Section of the American Grocery Specialty Manufacturers' Association held an important meeting at the Traymore Hotel, Atlantic City, in November and another meeting at the Mayflower Hotel, Washington, December 9. At the latter meeting three members of the Soap Section were elected officers of the parent association. They are: Louis McDavit, of Colgate & Co., who was elected treasurer; Dr. Jacob Goldbaum, of Fels & Co., second vice-president; and H. D. Crippen, of Bon Ami Co., third vice-president.

Interest centered primarily in the round table discussions of the Soap Section at the meeting in Atlantic City, which was in charge of Sidney Colgate, chairman of this section. The use of glycerine as an anti-freezing agent in automobile radiators was the principal topic of discussion. Lever Brothers laid some very interesting data before the section covering years of research on the effect of glycerine on the metal and rubber parts of radiators and also the percentage of mixture for various types of cars. Lever Brothers sold 1,000,000 pounds of glycerine a year ago and it is expected that 1,500,000 pounds will be sold this year, a substantial volume of business.

It was pointed out that if the soap manufacturers secured as customers only five percent of the automobilists to use glycerine to prevent freezing in winter, the annual sales will be 15,000,000 pounds. Glycerine, it was pointed out, absorbs water and the only disadvantage in its use lies in its property of finding loose connections. Glycerine does not deteriorate rubber or metal connections and it does not evaporate with heat. Where alcohol has a tendency to harden and contract rubber connections; glycerine does not possess this tendency. About the best mixture accordingly to present information seems to be sixty percent glycerine and forty percent water. A committee has been appointed by the Soap Section to give further study to the subject and a subsequent report will be made later.

A very interesting discussion centered on the problem of promoting the greater use of soap. In its discussion Sidney Colgate and Messrs. McDavit, Kirkman, Gourney, Goldbaum, Stanton, Buzby and others took part. It was felt that an educational campaign is needed to demonstrate to people that frequent washing not only preserves clothes and is therefore the most economical method, but it also is hygienic for soap has been proven to be a germicide.

In the plan to promote the greater use of soap the purpose is not to hurt the laundries but to show individuals and housekeepers how they may derive greater pleasure from their surroundings in every way if soap is used more frequently and more intelligently. It was felt that a publicity campaign would be necessary but plans for this are still in a nascent state.

WASHING POWDERS*

By ED. W. ALBRECHT

As appears from various inquiries in the question box of this periodical and also from other publications, the view is still held that the production of a washing powder (falsely still called "soap powder") is even today not possible without grinding.

The assertion is often made that all efforts in this direction have so far failed, and that washing powders thus prepared, this is prepared without including the grinding process, very soon bake together, frequently frequently by explosion of the packages. This view, however, is erroneous.

The baking during storage, doubtless observed in many washing powders, in no wise is due to their preparation without grinding, but is due to other causes. Even in case of powders which have been ground and sifted, the same difficulty may appear, if the composition has been defective.

It is entirely possible to prepare a washing powder which will not bake but is capable of being sifted, directly from the mixing machine, and which will not be modified even after subsequent storage.

I have e. g. at present still two samples of washing powder, one of which was prepared in small quantity in 1921—a few kilos—, the other in the year 1923, prepared for wholesale, both of which are exactly as they came from the factory.

The last named sample I have stored in parchment paper bags, and not one of them has exploded nor has been otherwise affected.

These samples have been stored in rooms not regulated for any special temperature, but in an ordinary storage chamber of a household.

Further the solubility and washing strength of the powders remained quite unchanged.

For the preparation of these powders, no complicated nor expensive apparatus was used, but nothing more than a soap kettle and a mixing machine, and the preparation proceeded quite simply in the following manner:

In the boiling kettle, the soap paste was prepared in the usual manner, and the necessary amount of water was at once added. Meanwhile the sodium carbonate was put into the mixing machine, and this was started in order to break up any pieces which might have formed, and then, by continuous stirring, the soap paste was added by hand, or was slowly added from the kettle by a direct connecting tube. It was mixed until a uniform powder resulted, that is until no longer any pieces were present, and the machine was then emptied for repeating the operation.

One quantity which had been worked over in the morning, was packed and sent out on the afternoon of the same day.

It is self-evident that in this method of preparation all possible additions may be made, but I personally have tried no such experiments, since in my long practice I have not found any additions which in reality improve a washing powder.

All my extended practical experiments with washing

**Seifens-Zeit.*, Vol. 52 (1925), No. 42.

powders have confirmed my conviction that the best and cheapest wash materials are a pure soap and a pure washing powder (consisting of soda and unfilled soap).

On this occasion I desire again to point out that it is absolutely indefensible to add to the soap all possible substances which have not the least thing to do with "soap."

Potato flour, sugar, salt solutions, water glass and like substances are put into the soap, and many a "manufacturer" is really proud if he succeeds in adding to the soap as much as possible of these "fillers."

If e. g. a butter maker should get the notion of mixing with his butter 10 per cent or 20 per cent of lard or margarine, and to sell this mixture as butter, he would surely be severely punished by the judge, although the named admixtures are "fat stuffs" and are neither dangerous to health, nor yet of any nourishing value!

But if a soap manufacturer adds to his soap the above named substances in not inconsiderable quantities, this is apparently found to be quite in order, although these substances, as stated, have nothing to do with soap, possess no cleansing effect, but some of them, like e. g. the much used water glass, have a directly harmful effect upon the fibers of clothes in the laundry, as has been proved quite recently.¹

What is here said of soap, is naturally true also of washing powders. The washing materials which contain salts that set free oxygen have already been discussed so recently in the technical press, that I need not further occupy myself with them, but I desire simply to refer to a new work on this subject, which again confirms my repeatedly voiced viewpoint.²

It is in my judgment high time that we in Germany also secure a law which forbids such adulterations of such an important article as soap. Other countries have had such a law for a long time.

¹ Chem.-Ztg., XLIX (1925), p. 633, fig.

² Chem.-Ztg., l. c.

MAKING SOAP POWDER WITHOUT GRINDING*

Much as has been written and discussed in late years concerning new inventions in the manufacture of soap powders, the uniform aim being the exclusion of the soap powder mill, everything has since become quiet, although several processes and machines have been protected by official patents. Nothing is heard either of the patents or of the soap powders prepared by this method. Machinery factories which are questioned declare in part that they are occupied with the construction of such machines for the preparation of so-called bulk soap powder, but that they are not furnishing them at present while no more definite statements are to be obtained concerning the invention so far protected by patents. For a while complaints were made concerning some of the kinds of soap powder prepared by the new methods that they easily baked together and become hard in storage. In recent times such complaints are no longer heard; whether this fault has been successfully corrected has, to be sure, not been ascertained.

Now and then offers are made in the advertising columns of the technical periodicals, in which are offered recipes for preparing soap powders without grinding.

There is no doubt that it is entirely possible to prepare such soap powder which can be sifted without a mill, at least in a factory where the work is done by hand. But there is greater difficulty in preparing such powder in larger quantities and keeping them siftable, but the main point is to retain this quality in storage. However practically and conveniently a powder is prepared, if it sweats in storage or hardens into a lump, which may be used as cake soap but not as powder, it is surely no longer salable and has to be sold at a sacrifice.

Similar experiences have been known to the writer more

than thirty years ago when he was a young apprentice. In accepting a new position the preparation of a soap powder was demanded, which up to this time had not been prepared in this factory, but which was in demand. No mechanical conveniences like a mixing machine, mill, or the like, existed; such conveniences were promised but for the present soap powder was to be prepared experimentally without mill. The first experiments to prepare the powder in the usual way, and to pass it through a sieve in a still warm condition partly by larger additions of sodium carbonate, were naturally too time consuming, and also left behind considerable residues, which could no longer be passed through the sieve, etc. Above all things however the powder after a comparatively short time stuck together into a mass again. On this road therefore there was no success. What to do, was a question?

By accident considerable quantities of thoroughly spoiled soft soap were stored up in the cellar, and these could be worked in with other soap only in small portions. Assuming that the formation of large lumps takes place only when sodium soaps are used for soap powder, and that this lumping does not occur if soft soap is substituted, the manufacturer made the proposition to use soft soap in place of chips of bar soap. The result was somewhat more favorable, at least not quite so many hard lumps were formed; but to make the powder capable of being sifted, the water additions had to be reduced, while the additions of soda ash had to be increased. This method also proved unsuccessful. Finally a last experiment was made having no regard to the cost of preparation: the sales price, in case it was necessary, was to be correspondingly increased. A weighed amount of spoiled soft soap was spread out on the packing table, an amount of soda ash, likewise weighed, was gradually strewn over it and was continually kneaded into it with the hands until the mass became brittle and could easily be rubbed to powder by the hands. Now the powder was easily pressed through the sieve without leaving behind any appreciable residues, and without forming lumps after several days.

Although the hands of the workers became sore after the first small experiments, and even bled in part, and became very painful, what did it matter, so long as the foreman was satisfied, all else had to be counted into the bargain until the necessary machines arrived. The deciding factor was the circumstance that the powder yielded an excellent lather and apparently developed a splendid cleansing quality. It was assumed that the consumer in view of the excellent cleansing quality of the powder would surely be glad to bear the somewhat higher expenses of the powder. The already ordered soap powder sieves meanwhile soon arrived, and the manufacture began. Since none of the workers could stand it longer than a day to knead the paste, and had to go around the following day with hands tied up, all the men one after the other had to take their turn at the work, and even the men of the office force were not spared. Already the people began to absolutely refuse to continue in the work, while calls for the powder and sales of it left nothing to be desired, when suddenly and quite unexpectedly the first refusals arrived. The packages became moist after only three or four weeks and in part fell to pieces so that one after another the material was returned. Now the devil was to pay!

How was it possible to remove the difficulty? In the first place various kinds of soft soap, like white, green, and tallow grained soap, were used each by itself, and were put into storage for observation. All these efforts were unsuccessful, all the products became moist after a longer or shorter period. Finally a part of the soap powder prepared, as usual in the warm way from sodium soaps, was mixed with equal parts of the different soap powders and was sifted. While these powders kept dry a little longer, even they in time became more or less moist while they occasioned much labor, and left behind troublesome lumps. Thus finally the long desired mill was ordered, and the manufacture of soft soap powders (by hand) was discontinued to the not inconsiderable satisfaction of all parties concerned.

Perhaps it might have been possible to remedy the

(Continued on Page 615)

* Seifens.-Ztg. (1925), Vol. 52, No. 32.

TEXTILE SOAPS*

The production of soaps for the textile industry requires not only long years of experience in the preparation of grained and soft soaps, but also a knowledge of the processes which take place in the application of these soaps in the textile industry. Textile soaps are articles of good faith and it is very difficult to secure for one's self a constant circle of customers for them, for every weaving, spinning, wool-washing or finishing establishment demands a different sort of soap with special properties, and makes different demands with reference to the content of fatty acid, neutrality and physical behavior, so that the soap has to be especially manufactured for nearly every customer.

To attempt to crowd out a product once introduced in an establishment, and found to be good, by another much better soap is very difficult, is mostly impossible even when the price is lower. The conditions of the contract which are sometimes prescribed by the consumer make the entire business very trying; many times the conditions are impossible to be met, even when the work is done in the most careful manner.

Fuller's soaps are the most salable, but here also various requirements are made. For the fulling of heavy stuffs it is not sufficient that the solution of the fuller's soap shall thoroughly penetrate the fiber, it must also make the product pliable, which is recognized by the fact that the solution when rubbed between the fingers feels for a considerable time smeary and fatty, that is, does not become dry, and therefor to accomplish this purpose only grained soaps made of tallow, bone grease, lard, bleached palm oil, peanut oil, olein, cotton seed oil, etc., are suitable, whereas soaps made of palm kernel oil, coconut oil and the like, can never answer the purpose, and soaps with the additions of the latter fats can be used only in finishing the fulling or for work with light weight stuffs.

For fulling of textiles with sensitive colors, or for combed yarns with in-woven silk, neutral grained soaps, best made of cotton seed oil, olein, generally by addition of a little tallow, etc., must be employed entirely. For obtaining a thin layer Marseilles soaps made of olive oil, peanut oil, olive oil foots, or grained soaps made of olein are the most satisfactory, whereas hard fats rich in stearin yield a thick solution. Thin layers are also obtained by the use of potassium soaps and soft soaps, as well as by bar soaps with large addition of palm kernel oil or coconut oil.

Very often quite hard textile soaps are in demand, and in such cases no fresh soap, but a good dried article must be furnished. In case of demand for neutral soaps, in which a maximum of .02% of free alkali or of a still smaller amount is demanded, the greatest possible care in finishing the soap, and even a final neutralization of the soap with coconut oil or the like, is necessary, in order surely not to violate this condition. Further, in case of all textile soaps, the closest attention needs to be paid to the accomplishment of a complete saponification, since soaps with unsaponified fat may cause spots in the textiles treated with them. For this reason also drying and semi-drying oils are to be excluded from the manufacture of textile soaps. This class of oils, e. g. linseed oil and China wood oil, often yields bar soaps which in storage form red to yellow blotches, or

become quite brown, and show on the surface uncombined oil and likewise emit a rancid odor. Very often also the demands regarding the odor of the soap are especially exacting, and for this reason all fats with odors, e. g. bone grease, packing fats and the like must be excluded and the use of fish oils cannot be considered at all.

Often also the presence of a definitely peculiar odor, e. g. that of olive oil or that of olein, is demanded for a soap, so that for the purpose solely of obtaining this odor a little cotton seed oil or olive oil foots, that is a substitute for olive oil, on the other hand also a little saponified red oil or distilled red oil must be used in addition. To show how sensitive some purchasers are is proved by a case in which a red oil soap made with red oil that had been gained from tallow oil by splitting and cold pressure, was rejected in consequence of the absence of an olein odor.

NEWER METHODS IN BOILING OF SOAPS*

BY DR. K. LOFFL, Berlin.

At the last principal convention in Rostock a new method for boiling soaps by crutching under pressure was pointed out, and the advantage of this method in comparison with former practices was given in numbers. According to this the relative expenses of saponification of one batch of 62 per cent grained soap of about 2 tons, is as follows:

1. By direct firing and crutching by hand or with steam 207 M.
2. By indirect steam and crutching by hand or with steam 218 M.
3. By indirect firing according to the new method, crutching under pressure.... 123 M.

The data given at the Rostock meeting, since several kettles are already in operation in soap factories, may now be completed, by citations regarding the exactly observed saponification in process, the result of which was that the relative expense was still further reduced in favor of saponification by crutching under pressure, amounting only to 106 M., instead of 123 M. cited above:

- Cost of saponification, old method.....207 M.
Cost of saponification, new method.....106 M.

But not only is the cost of saponification reduced by nearly one-half, but also the duration of saponification, i. e., the time for the complete saponification of a batch of soap is quite considerably shortened; while formerly with the open kettle, according to the raw material used, and the exigencies of the manufacture, using much or little steam, the duration was 5 to 8 hours up to the point of salting out, by saponifying with crutching under pressure it is possible to completely saponify in 1 hr. to 1 hr. 20 min., so that we have:

- Saponification, old method 5-8 hrs.
Saponification, new method, 1 hr.-1 hr. 20 min.

For separating the soap from the spent lye it is treated with common salt, and in order to bring the salt into solution, it must by the old method be boiled for some time. By the new process the salt is stirred in, whereby it is uniformly distributed and dissolved in a few minutes. The settling out of the soap and the separation of the spent lye requires by the old process at least 6 to 8 hours; in general the batch is left standing over night for the settling off. In

*Zeitschr. d. Dent. Oel- und Fett-Ind., Vol. 45. (1925), No. 42.

* Report given at German Chemists Convention, Nuremberg, September, 1925. From Zeit. d. Dent. Oel- und Fett-Ind., Vol. 45 (1925), No. 40.

the new saponification the settling off takes place under pressure, and according to the kind of fat used as raw material for the soap, is completed in about 1 hour in case of good resin-free grained soap,—and if material is used containing low grade fatty-acids, oxy-fatty-acids, resin-acids or greases the duration of the setting off process is in the extreme case 2 to 3 hours:

Settling off: old method.....8-14 hrs.

Settling off: new method1- 3 hrs.

WORKING UP THE SOAP

Not only has the boiling process been perfected in recent years, but also the working out of the batch of solid soaps into bars, both of grained soaps and of toilet soaps.

Grained Soaps. The former working method, of drawing off the fluid soap from the spent lye after settling, or after drawing off the spent lye by the stop cock in the bottom of the kettle, pouring the soap into frames, in which the soap in the course of days is gradually hardened, technical workers have for a long time sought to improve. For the soap thus hardened must then be cut by hand into blocks and slabs and these again into bars. By this cutting process there resulted much scrap and above all it required much hand labor until the grained soap reached the press. Therefore in the last ten years in order to hasten the hardening process, the well known cooling presses have been built, and even further steps have been taken in the building of presses for wire cutting with cooling appliances. Even pouring machines in which wire cut bars were obtained were constructed. But as far as I know the latter did not find any favor.

It was reserved for the American to solve the problem of obtaining fully stamped cakes of soap direct from the fluid soap from the kettle, without human labor, that is in a purely mechanical way. The pouring machine used for this purpose consists of a large series of suitable shaped pouring molds arranged side by side, which are filled beneath a filling snout, which gliding along is fed directly from the boiling kettle. The filled molds travel through a cooling chamber, where they harden. On leaving the cooling chamber they pass back under the filling snout and through a pressing wheel, which takes care of the shaping of the cake. When the moulds on the conveyor on their return arrive with the open side downward, the pressed cake, having shrunk on cooling, falls down and is carried away by a transporting apron to the automatic packing machine. This without the use of human hands takes care of the packing in light paper or even in folded heavy carton paper. According to construction drawings given us it is possible with such a series of contrivances to put the warmed fat into the kettle at 7 A. M., and at 1 P. M. and 4 min. to see the first box of 50 Kg. grained soap packed in light cartons leave the work room.

Toilet Soaps: Here also the old method is roundabout, since—

1. The soap base must be brought out of the mold, made into blocks, slabs and bars.
2. These bars must be cut into chips.
3. The chips must be dried in the capacious and clumsy apron drier from 60 to 80, to 90 per cent soap. The drying is unequal and not uniform throughout the chip, quite apart from other little defects which attach to the drying process on the apron drier.
4. The soap chips are now colored and perfumed and are repeatedly milled.
5. Now finally the material may be given over to the wire cutting head, which fashion the bars and cuts them in pieces.
6. These pieces must be either pressed by hand or else in a machine with many hand movements.
7. The cakes thus pressed are packed by hand by women workers, at least with us in Germany and wherever I made observation, even in the foremost factories in France and Italy.

The modern method, which is gaining more and more favor in America, and as far as the drying process is concerned, also with us in Germany, is briefly as follows:

The boiled soap is put upon a cooling roll by means of

which it is possible to concentrate the soap in one minute to any desired percentage, which leaves the soap exposed to the air for only this brief period, and so discoloration and any rancidity is avoided. The layer of soap which has been steamed and removed by scrapers in ribbons, is rapidly cooled by any cooling contrivance, and the material may now be colored, perfumed and milled, may be put into the wire cutting press, which cuts it up automatically and puts it through a really automatic press, which carries it further on automatically to the packing machine.

Efforts are at present being made to simplify even this method of working up the soap by removing the water in the soap while in the kettle, and then perfuming and coloring it, after which it is carried to a cooling press with rotating cooling table. After it is mechanically removed from the table, it is carried to the packing machine. Whether it is technically possible to keep soap of such high percentage so fluid that it can be poured is in my judgment questionable. In the open vat it is certainly impossible.

Soap Powder. Today soap powder is also prepared quite differently in America than with us. The preparation is extremely simple, and is effected by stirring calcined soda into the fluid soap, and this hot, fluid mass is then reduced to powder in apparatus and gathers at the bottom as a fine dry powder exactly like desiccated milk with a drier. Since these pulverizers work while completely closed, the process is entirely dust free, and is a great step in advance as regards industrial hygiene, since inflammation of the eyes and harmful corrosive action on the mucous membranes which is not infrequent, is avoided.

USE OF DECOLORIZING POWDERS*

It was observed that in the treatment of fats and oils with decolorizing powders consisting of aluminum silicates the amount of free fatty acid in the oil is reduced and finally disappears entirely, and that, as a corollary to this a partial splitting of the neutral fat results, whereupon the freshly formed free fatty acids are again taken up by the decolorizing powder.

This splitting of the neutral oil by the action of the decolorizing powder is entirely undesired, because of the action fat is withdrawn from its proper purpose, and thus embarrassing losses are incurred. In consequence of this the decolorization process must be so directed that on the one hand a satisfactory clearing of the oil results, on the other hand a rapid separation of the principal quantity of the decolorizing powder from the oil shall take place, so that no splitting of the neutral oil can follow.

Purpose of the invention is a procedure for decolorizing fats and oils in which this harmful effect cannot occur.

By way of an example a cylindrical horizontally placed tube supplied with a heating mantle is used, around the axis of which a vigorously acting stirring appliance moves. Into this tube there is uninterruptedly poured at one end the oil mixed with the decolorizing powder in definite proportion; the mixture is thoroughly stirred by the crutching appliance, and leaves the tube at the opposite end. Length and diameter of the tube are so computed that a definite quantity of the mixture passes through within a certain period of time which suffices to complete the bleaching of the oil. There upon the mixture is passed into a centrifugal machine; in which the bulk of the decolorizing powder is separated from the oil. The finest particles still contained in the oil are then separated by the aid of a filter press.

Claim for Patent: A method for discoloring fats and oils in the uninterrupted trade, characterized by the fact that a mixture of oil and discoloration powder is carried through a tube by vigorous stirring; the length and diameter of which tube are so gauged that the bleaching process of the oil is completed with the exit of the mixture out of the tube, whereupon the bulk of the discoloration powder is at once separated from the oil by centrifugation, and finally the finest particles still present in the oil are separated with a filtering press.

* *Seifens Ztg.* (1925) Vol. 52, No. 28, p. 584.

THE PROGRESS IN 1925 AND OUTLOOK FOR 1926

Soap Industry Ends Year with Fairly Satisfactory Record. Looks Forward to 1926 with Confidence. Co-operation Greatest Need.

The soap industry is about to complete a moderately successful and satisfactory year of business. Conditions during 1925 have not been wholly normal although the net results of business over the period have been quite satisfactory. Various tendencies in the trade have been noted during the year, most of them being toward greater standardization and centralization of the industry.

Progress has been made along lines of greater cooperation between the various interests involved in the manufacture and distribution of soap. Raw material developments of considerable interest and importance have taken place. Distributive problems have continued pressing. Other movements of more or less importance to the soap manufacturer have occurred during the period. It is the purpose of this article, briefly to analyze the results of the year's business and to make from the facts, thus marshaled, an attempt at forecasting conditions during the coming year.

Cost of Raw Materials

One of the most important considerations of the soap manufacturer in his operations is the cost of his raw materials. Upon the costs of raw products the final cost and selling price of his product very largely rests. Upon this final selling price rests the question of whether he can dispose of his product at a reasonable profit. Thus, the profits depend largely upon raw material costs and these must be given the utmost consideration in forecasting operations over the coming months.

In general, the year 1925 found the costs of raw materials for the manufacture of soap upon a quite firm foundation. Despite the fact that prices of some of the products entering into soap production have been rather high, they have, with very few exceptions, been consistent in their movements. High raw material values are not an unmixed evil. It is only when they are subject to extreme and violent fluctuation that the situation becomes dangerous to the consumer.

Chemicals and Oils Steady

The chemical group in the main, has displayed very little change during the year. Contract prices on alkalis a year ago were quite satisfactory to both the buyers and the sellers and the soap trade as a whole contracted quite heavily for goods. During a brief period in the late spring and early summer, values became demoralized to some extent owing to the keen competition existing between the manufacturers. There was, for a time, serious consideration of the matter of a general reduction on contract prices but unexpected demand, curtailment of production and some increase in export trade, this last, however, at very unfavorable prices, brought relief to the market and during the last half of the year stability was more pronounced. Current buyers had the advantage over contract holders during May and through the middle of July. Aside from that brief period, the basis of contract and spot was an equitable one. Incidentally, business for next year is now being handled at prices identical with those prevailing on last year's contract sales.

In oils and fats, the usual seasonal movements were in

evidence. For a time during the summer, the trend upward was rather unusual in all of these prices but the net result of the movement was not so great as to materially disturb the operations of the soap plants. They have little complaint with the oil prices except in respect to those affected by the tariff.

Work on the Tariff

The industry has continued to co-operate with its Washington representation on the matter of bringing down the tariff on the oriental oils. However, there has been a marked tendency in Administration circles to frown upon any efforts to use the so-called "flexible" provisions of the Tariff Act of 1922 as a medium for reduction of the duties upon fats and oils or anything else. That section has not operated as successfully as it might, largely for political reasons, and it cannot be said that any real progress has been made toward a change in the oil tariff sections of the law. Work is still being done, but no prospects of a lowering of the rates are in evidence. Hence, the situation in oils is not likely to be changed materially during the next few months.

A feature of the market for raw materials has been the sensational and unprecedented advance in rosin prices. Not since the Civil War have prices like the present ones prevailed in the New York market for rosin. An unusually heavy export demand together with considerable curtailment in production is responsible for the present extremely high price level on this article. Bad weather and floods during the heaviest rosin producing season cut production sharply. Domestic demand was about normal. Demand from abroad, particularly from Central Europe, was beyond anything previously heard of in the market. Soap manufacturers were forced to pay from 3 to 4 times the average price for their supplies, especially during the last half of the year.

In essential oils and perfume materials for soaps, values have been quite firm throughout the year. Only in citronella has there been any tendency downward and this has not affected the Java type to any great extent. Lemongrass has been higher than in years. Synthetic products have also been well held, aided by the very high tariff imposed on them under the present Law. While not important per unit of production, the aggregate cost of the essential oils and perfume materials used by the industry during 1925 bulks considerably larger than the cost for 1924.

The Glycerine Advance

An encouraging feature has been the recovery in price on the principal by-product of the industry. Glycerine has advanced to levels more compatible with price indices of commodities as a whole. The advance has been due to greatly increased consumption of the article and to the fact that the excessive war time stocks of glycerine which were accumulated throughout the world have very largely been liquidated with the result that buyers must eat into current production. At the same time, the curtailment in soap production during the last few months has cut down production. Prices on glycerine are now from 25 per cent

to 40 per cent higher than they were, an added source of revenue to the soap maker.

Sales of soap have been somewhat less than those of 1924 if reports from manufacturers are to be believed. No official statistics are as yet available. There is always some curtailment of production during the summer but the lighter sales had the effect of making this year's shut down or curtailment more severe than is usual. In this drop in sales, export business played a rather conspicuous part. There was an actual decline in export business for the first nine months of the year as compared with 1924. The proportion of decline, considering the natural increase in the world market was considerable. It does not place the American exporter of soap in a particularly favorable light. The drop was due, it is believed, principally to the re-entry of Germany into the export market for cheaper grades of soap and the entry of Japan as a real competitor, especially in the Far Eastern trade. At the same time, the showing of American houses in the trade can hardly be commended. Only in the medicinal and shaving soap field was there any real gain in export business.

Advertising Methods Changed

Possibly, part of the curtailment in domestic business was traceable to some cut down in advertising. A few firms maintained their high standards both as regards copy and in space used during the year, but most of them apparently spent less, although the spending may have been to somewhat greater advantage. There has been a lot of waste in soap advertising in the past. The effect upon the consumer of curtailed advertising of such a product is almost immediate. Buying habits are not particularly strongly fixed in the matter of soap and the tendency of the great majority of people is to "try the new one."

A further cut down would hardly be advisable although there are already reports that certain houses will curtail their appropriations for 1926. This will be an opportunity for competitors, in addition to its general effect upon the market. Advertising abroad has been conducted in rather haphazard fashion by most of the soap interests during the year. This is a field which could well be extensively developed as a method of increasing sales without bringing about too highly competitive a market in this country.

The tendency toward the use of white soaps for many purposes for which they have not hitherto been utilized was somewhat accentuated during the year. This is in part due to advertising although efforts have been made by makers of yellow soaps to combat the tendency by advertising on their own account. It has also been due to some extent to the rise in cost of rosin which has advanced the costs of yellow soap manufacture and in one or two instances has even affected the retail price of the product. It is apparent that the development of the white soap market is not complete and that further extensions of its field are to come. Whether this will be done at the expense of the yellow type is a matter which must be settled largely by makers of the latter. They can prevent the loss if they persistently use the right methods of doing so.

A further feature of sales developments during the year has been the steady trend toward an increase in the use of flake and chipped soaps for both household and industrial purposes. This has been furthered by a consistent use of advertising in which there has recently been some improvement. The consumption of flaked soaps is undoubtedly growing and within certain definite limits, it is likely to con-

tinue as a growing feature of the soap trade. At the same time, recognizable limits beyond which it is impossible to push flake sales exist. For certain purposes, they are unsatisfactory. In addition, at present, they would seem to be somewhat disproportionately high in price when considered weight for weight with cake soaps. This is a matter which might well have the attention of those engaged in their manufacture.

Distribution Methods Change

Methods of distribution of soaps have not materially altered during the year. Possibly there has been some improvement in the matter of questionable methods of distribution. In any event, the trade is more or less awake to the fact that certain of its established methods of securing sales are open to grave question not alone on the moral side but also as to their advisability as business methods. Free deals and the like, excessive discounts, premiums, and other so-called aids to business, which have been features of the industry, are gradually being eliminated. Some progress along this line was in evidence in 1925 but it cannot be said that the evils are being abated as rapidly as they might be for the benefit of all concerned.

The tendency toward the elimination of competition by the consolidation of firms or by absorption of weaker ones by the more important interests continued during the year. Several instances of this were noted and there were numerous rumors and reports of others about to happen but which never materialized. Present day tendencies in business and especially in finance are favorable to such consolidations and they may be said to be a good thing for the industry if not overdone. The removing of marginal producers whose high costs raise the general average of the industry and who are at all times weak members either in buying or selling, is a healthy development. In addition the result is likely to be a cessation of the multiplication of brands and trade marks which is not only bewildering to the public but subject to grave abuses between competitive interests within the trade itself.

Concentration of Industry

A recent movement of considerable significance which has developed remarkably during the year has been the tendency of soap manufacturers to gravitate toward certain recognized centers. This development has been particularly marked in the East where several firms opened or purchased plants and warehouses in the New Jersey territory near New York City. This movement has taken on two forms. The first is the tendency to move toward centers of raw material supply. This is the natural development in economy of production. It eliminates incoming freight difficulties and goes a long way toward obviating shut downs for lack of immediately available raw materials.

The second is the gradual centering of soap interests at points easily accessible to rail and especially steamship distributive facilities. The growth of the export business in soaps and the necessity of finding further outlets for the products of the industry has brought about the shifting of the industry toward the seaboard and especially toward the vicinity of New York Harbor. The movement continued during 1925 and seems likely to continue through the coming year.

Probably the worst feature of the year from the standpoint of the welfare of the industry as a whole has been the inability of the various manufacturers to get together and combine on matters of real importance, to the trade.

It is true that there is now in operation a fairly successful association of members of the industry as a section of the Grocery Specialty Manufacturers' Association. However, this has not received the support which it should have been accorded. Even had it had a full measure of support, both financial and co-operative, it is doubtful if it fully fills the need for co-operation among soap manufacturers. A strong and forward looking trade organization for standardizing practices in regard to production, costs, sales and other matters of trade community interest is badly needed; but in the present temper of the individual soap manufacturers, it is doubtful if one could be successfully organized. It would have plenty to do if it could be started.

The industry has not been hampered to any great extent by labor troubles during the year. Sporadic strikes and difficulties there have been and on the average, labor costs are slightly higher at the end of the year than they were at the outset; but on the whole the industry has been singularly free from the difficulties which some of the other trades have experienced during the year.

Co-operation Lacking

Looking back over the year in its entirety to discover, if possible, what the greatest need for the industry is, it is easy to see that an increase in co-operation between the various units is badly needed. Other difficulties which have been faced and which are still to be faced are largely due to exterior conditions incident to all manufacturing and selling operations. The soap industry, however, can blame no one but its own members for its failure to get together, even on matters of vital importance to the whole trade. Such co-operation should be the goal of the industry during the coming twelve months.

On the whole, the industry should look forward to 1926 with the greatest of confidence. Raw material costs have already been established pretty well over the coming year and are wholly satisfactory. There are no serious labor troubles in sight. The trade is quite economically organized and located and the tendency is toward improvement along this line. Sales should be at least up to 1925. With a real effort both in the domestic trade and abroad, they can be materially increased. The only thing lacking is co-operation toward the handling of such problems as the tariff, distributive methods, "free deals," cost accounting, credits and the like. The forward looking manufacturers and the one who has the interests of the industry at heart will spend a measure of his time during 1926 in making such co-operation possible.

MAKING SOAP POWDER WITHOUT GRINDING

(Continued from Page 610)

trouble by enclosing the packages by an air tight layer of fat, so that the powder could no longer draw moisture from the air, as was practiced at the time with the well known water glass soaps, in order to protect these against drying out. But no one thought of this at the time, which is to be regretted since the soap powders prepared in the above way, on account of their potash content, as well as their essentially diminished water content actually represented a valuable product, and could successfully compete with many of the soap powders found in the market today. Even though these earlier experiments did not lead to practical success, they were not entirely in vain, for by them at least a part of the spoiled soft soaps was worked up and used, quite apart from the experiences which were gained.

Prince's Statue to be Turned Into Soap

A statue of the Prince of Wales that has been admired by millions and criticized by a few is to be melted down and made into soap. It is the three-ton butter model of the Prince wearing his headdress and robes as Chief Morning Star of the Stoney Indians, which throughout the last year of the British Empire Exhibition at Wembley has been one of the most popular attractions of the Canadian Building. A soapmaker's cauldron will consume it because preserving chemicals have made the statue inedible.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

they have been operating very conservatively during the last few weeks. The volume of contract business taken during the season has been at least equal to that of last year and reports from leading manufacturers indicate that it has been somewhat larger. There is still some little contract business to be done, but it is understood that most of the larger consumers are adequately taken care of now. The price situation has shown very little change. Despite the slackening of spot business, stocks have not increased to the point where they become dangerous to market stability. In fact, stocks are generally somewhat below normal. Manufacturers believe that any sharp resumption of business after the first of the year will find spot goods commanding a premium over the contract levels. If this takes place, it will be the first time since 1920, when conditions have been favorable to spot trading.

Other Soap Materials

Rosin has continued firm in the high grades but the darker types have eased off slightly, as was to be expected, from the extremely high prices which have prevailed recently. Demand from abroad continues good, but it is centered in grades from Mary up. Domestic inquiry has not been very important. The soap trade has been a buyer, but not in quantity. Varnish makers have taken on fairly large quantities. Glycerine is again higher. Fats and oils in general are strong and advancing. Other articles on the list are quiet and steady.

SOAP SCULPTURE PRIZES AWARDED

From among 1,200 sculptures in soap submitted by professionals and amateurs to the Art Center for the second annual competition held for the Procter & Gamble prizes, \$800 in awards have been made at 65 East 56th street, New York, where the sculptures will be on exhibition until December 31.

The first prize of \$300 was awarded to Hortense Keller, of San Diego, for her sculpture, "A Walrus." The second prize of \$200 was awarded to Juanita H. Leonard, of Greenwich, Conn., for her sculpture, "Torso," and the third prize of \$100 was awarded to William P. Bohn, of the Carnegie Institute of Technology, Pittsburgh, who entered an "Elephant" rolling down his rug. Honorable Mentions were given to Alice White Paterson, of Evanston, Ill., for a "Mother and Child" and to Gleb Derujinsky, of 8th avenue, Manhattan, for his "St. George and the Dragon."

The sums named were augmented by two sets of prizes for students of art, divided into senior and junior classes. The first prize in the senior students' group was won by Gwendolen Wickert, of Detroit, for "Purity." The second prize was won by Martha Eaton, New York City, for "The Mushroom Girl," and the third prize was awarded to Faustina Monroe, New York City, for "Mother Love." First Honorable Mention was awarded to Harry Koopman of Brooklyn, for "Fawn" and Second Honorable Mention to J. Ruth Nickerson, of Detroit, for her entry "Cavalier."

The first prize in the junior students' class was won by Astrid Nonmark, of Waukegan, Ill., for "The Gobbler." The second prize was awarded to William Walter Conlon of Decatur, Ill., for "Stone Age," and the third to Hope Gray, of Duluth, for her "Goat." First Honorable Mention was awarded to Nina A. Baer of Bronx, N. Y., for her "Polar Bear" and the Second Honorable Mention to Mary Mowry of Harrisburg, for her "Desolution."

Consumption of Rosin by Industries

The Bureau of Chemistry, United States Department of Agriculture, has compiled from reports made by individual users the total quantities rosin used during 1922 and 1923 by certain industries. The totals were for 1922: 754,927 barrels of 500 pounds each; for 1923: 902,010 five hundred pound barrels of rosin.

The total quantities used in the soap industry were 282,700 barrels in 1922 and 286,755 barrels in 1923.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

About ten days ago the N. Y. Extra grade was readily taken at 10 $\frac{1}{4}$ c ex producers' plants, but during the past week pressure to sell brought about a weak tone and a decided decline in price. Latest sales were made at 9 $\frac{3}{4}$ c per pound ex producers' plants being absorbed by one of the large soapers, and with the usual dullness expected to prevail around the holiday season there is not much likelihood of an upward reaction as producers will be satisfied should the market hold around present levels.

Greases have also been easier in tone and good quality. House grease can now be quoted 8 $\frac{5}{8}$ c @ 8 $\frac{7}{8}$ c and other grades at relative prices.

In the Middle West and western markets the tone has been steadier with offerings more freely taken.

December 12, 1925.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal.)

Since our review of November 14, the minimum quotation for chemically pure glycerine has been 25 cents per lb., and one of the largest refiners is asking 26 cents. The movement in this grade has not been as great, as that in dynamite and crude, but it had previously advanced faster than the other two. There has been a very large call for chemically pure and the demand for dynamite and the higher grades of crude, for use in making anti-freeze solutions for automobiles has been much larger than was expected. It is true that these solutions have not been utilized to a very large extent by the ultimate users of such material, owing to the moderate weather which we have so far experienced, but we shall undoubtedly have extreme weather before long and it is expected that what is made up will be disposed of before the Winter is over. As a matter of fact there has been a considerable quantity sold for this purpose, for delivery during January/February and there is still a demand for deliveries in those months.

This has been a big year for glycerine, in relation to consumption, particularly for chemically pure, and the outlook is for even greater figures in 1926. It is realized that the consumption of the article has increased faster than the production during the last few years and if this continues the price must necessarily keep moving up until it reaches a point where substitutes can be used to some extent. This point, however, is several cents away from the present price.

December 9, 1925

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

We have had very little activity in vegetable oils during the past ten days. Arrivals of coconut oil from Manila have eased the tight situation and the market at the present writing is somewhat weaker. Further declines are expected if the present inactivity continues but at the same time the market in Manila on both copra and oil are still quite high.

Large quantities of palm kernel oil have been purchased by soap manufacturers here for nearby as well as forward

deliveries. There is a fair amount now available, for delivery from the Atlantic seaboard and although the price in Europe is still high, the price here has receded considerably during the past two weeks.

Palm oils are steady to strong with a good demand for future requirements from soap makers.

Olive oil foots for January/February/March are comparatively higher than spot or nearby delivery. New crop foots are quoted at 9 $\frac{1}{4}$ cents New York and several bids have recently appeared at 9 cents without any sellers.

December 9, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

Following an exceptionally active contract season and a very brisk spot market, trading in industrial chemicals has slackened off quite sharply during the last few weeks. Buyers have been out of the market for alkalis and other soap making chemicals, or, if not actually out of the market,

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 10 $\frac{1}{8}$ c. Edible, New York, 11 $\frac{3}{4}$ c. Yellow grease, New York 9 $\frac{1}{4}$ c. White grease, New York, 10c.

Rosin, New York, December 15, 1925.

Common to good ...	13.80	I	13.95
D	13.85	K	15.10
E	13.85	M	15.52 $\frac{1}{2}$
F	13.90	N	16.10
G	13.95	W. G.	16.40
H	13.95	W. W.	16.50

Starch Pearl, per 100 lbs.	\$3.12 @
Starch, Powdered, per 100 lbs.	3.22 @
Stearic acid, single pressed, per lb.14 $\frac{3}{4}$ @
Stearic acid, double pressed, per lb.15 $\frac{3}{4}$ @
Stearic acid, triple pressed, per lb.18 @
Glycerine, C. P., per lb.26 @ .30
dynamite24 $\frac{1}{2}$ @
Soap lye, crude, 80 per cent, loose, per lb.16 $\frac{1}{4}$ @
Saponification, per lb.17 $\frac{3}{4}$ @

Oils

Cocanut, edible, per lb.15 @
Cocanut, Ceylon, Dom., per lb.13 $\frac{3}{4}$ @
Palm, Lagos, per lb.09 $\frac{1}{2}$ @
Palm, Niger, per lb.09 @
Palm, Kernel, per lb.10 $\frac{3}{4}$ @
Cotton, crude, per lb., f. o. b., mill9 @
Cotton, refined, per lb., New York10 $\frac{1}{4}$ @
Soya Bean, per lb.13 $\frac{3}{4}$ @
Corn, crude, per lb.12 @
Castor, No. 1, per lb.15 $\frac{1}{4}$ @
Castor, No. 3, per lb.14 $\frac{3}{4}$ @
Peanut, crude, per lb.12 @ nom.
Peanut, refined, per lb.15 @ nom.
Olive, denatured, per gal.	1.20 @
Olive Foots, prime green, per lb.08 $\frac{5}{8}$ @

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.10 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.07 $\frac{1}{8}$ @ .07 $\frac{1}{4}$
Potash, Carbonate 80@85 per cent, per lb., N. Y.06 @ .06 $\frac{1}{2}$
Salt, Common, fine per ton	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton	14.00 @ 16.00
Borax, crystals, per lb.04 $\frac{3}{4}$ @ .05 $\frac{1}{4}$
Borax, granular, per lb.04 $\frac{3}{4}$ @ .05 $\frac{1}{4}$
Zinc oxide, American, lead free, per lb.07 $\frac{1}{4}$ @ .07 $\frac{1}{2}$

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